

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV. NEW YORK, MAY 29, 1901.

No. 9.

DAYS of SUNSHINE



for the advertiser are days
when his advertising is bring-
ing the greatest results.

Users of

The Philadelphia Record

always get good results from
their advertising.

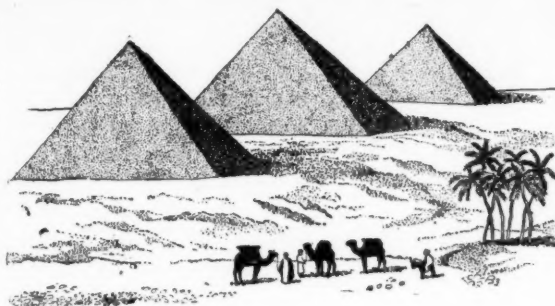
This is the reason why THE
RECORD carries more adver-
tising than any other paper
in Philadelphia and its vol-
ume of advertising is steadily
growing.

[From April 1, 1900, to April 1, 1901,
THE RECORD carried 4,318,627
lines of display advertising. Obvi-
ous testimony of its result-bringing
value.

Daily circulation, 185,000; rate twenty-five cents a line.

Sunday circulation, 160,000; rate twenty cents a line.

"I am pleased to say that all the advertising which we have run in your paper recently has brought us very satisfactory results and, in fact, better than any other papers in Philadelphia."—F. TENNYSON NEELY, Publisher, New York.



Our country has no pyramids—no Chinese wall—useless monuments of ancient slavery—but it has the greatest business-monuments in the world. Living, useful monuments to enterprise, thrift and energy.

The greatest factories, mills and industries have started from small beginnings, and among other things the right kind of publicity made them what they are.

We are advertising agents with a long experience. We offer our services to merchants and manufacturers everywhere for planning, writing, illustrating, placing publicity. All of these or any desired part. Call on, or address,

GEO. P. ROWELL & CO.,

Advertising Agents,

10 Spruce St.,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXV.

NEW YORK, MAY 29, 1901.

No. 9.

OMEGA OIL ADVERTISING.

AN INTERESTING TALK ABOUT THE METHODS THAT HAVE BROUGHT IT TO SUCCESS.

Only the blind have not yet seen the Omega Oil advertisements that have, for the past two years, appeared in newspapers, on posters and dead walls, in the street cars and theater programmes—in short, everywhere that publicity could be gained. Every known method has been tried, and most of them successfully, by this youngest of patent medicines.

A PRINTERS' INK representative called at the offices of the Omega Chemical Company, 257 Broadway, New York, to interrogate the president and founder of the business, Mr. M. Wineburgh, and found that gentleman willing to talk for the Little Schoolmaster.

He was, in fact, enthusiastic upon the subject of Omega Oil and the success it has made, but, with a candor that is, unfortunately, too rare among successful advertisers, he did not hesitate, at the start of the conversation, to give due credit to his able secretary and treasurer, Mr. Bert M. Moses, for the splendid work he had done in preparing, placing and formulating policies for all the advertising in connection with Omega Oil.

"Now, Mr. Wineburgh," said the reporter, "begin at the start."

"I started out with the fixed intention of following certain lines of my own," Mr. Wineburgh replied, "which differed radically from business methods then existing in the patent medicine world. Many of my friends thought me foolish in doing so.

THE PATENT MEDICINE BUSINESS.

"The patent medicine business, you see, does not appeal to the

sound sense and judgment of the ordinary business man. The most difficult task in the beginning was to interest capital in the undertaking. There is perhaps no other business in which the profits are so large, but, on the other hand, the chances of failure are greatly in excess of the chances of success. For this reason I could not induce one of my friends to invest a single dollar in Omega Oil."

"What have been the main factors in your success?"

"Of the hundred and one details connected with the launching of Omega Oil, there were really only two things upon which our coming success primarily depended. I am not going to say anything about the days and nights devoted to choosing the name; to designing a trade-mark; to making labels and wrappers, to deciding upon shape of bottle, and what not. What I propose to talk about now are two things of tremendous importance to us and to every patent medicine. They are:

"First—the formula. It had to be a good one, and it was.

"Second—the advertising. It had to have in it that element of cleverness, of catchiness, of earnestness, of truthfulness, that touches the faith of the public, and creates a desire to buy.

"Our formula and our advertising are the two greatest assets which we possess.

"Nearly every patent medicine is based upon a good formula; but the great factor of advertising is not understood. Ninety-nine medicines in a hundred fail because their projectors spend all their money before they hit upon the right advertising. This is what turns into dollars the dimes invested in publicity.

"All advertising is theoretical

until it is put into practice. The man never lived who could tell in advance what any line of advertising would accomplish.

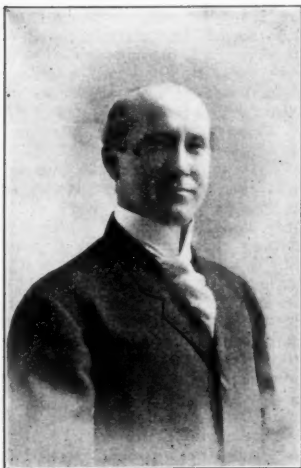
"We knew that the exploiting of Omega Oil meant the expenditure of hundreds of thousands of dollars, purely as an experiment. In the full knowledge of this fact, I invested my money upon the theory that my notions of what should be done were right.

THE PRESENT RESULTS.

"After an experience in advertising Omega Oil for twenty-eight months, we come pretty near

chase because the oil would do everything he expected it to do. We knew that when our advertising induced a man to buy a bottle of Omega Oil, an endless chain would be started, for he would tell his friends, and those friends in turn would tell others, and so the fame of the Oil would spread without cost to us.

"Our advertising cost thousands of dollars to produce before a cent was spent to spread it; months of mental effort on the part of Mr. Moses and myself; hundreds of original drawings and engravings;



M. WINEBURGH.



B. M. MOSES.

The Omega Promoters.

knowing what to do, and what not to do to make Omega Oil pay. What not to do is ten times more important than what to do; because it represents the saving of tremendous losses."

"You believe, of course, in cumulative results?"

"The one and particular thing that buoyed me up and held me fast in the faith that Omega Oil must win was the knowledge that the formula was a good one, and that the oil would do everything we claimed for it. We knew when a man bought Omega Oil he would be satisfied with his pur-

chase because the oil would do everything he expected it to do. No man can tell in words the expenditure of nervous force and energy that has gone into this work."

"What particular difficulties did you encounter?"

ONE GREAT OBSTACLE.

"There was one obstacle to be overcome which the average remedy of to-day does not meet. The notion or custom of rubbing the body on the outside to cure certain ailments had long gone into disuse, and liniments were no longer in vogue. The medical colleges and latter day advertisers

have been teaching the public to believe that the only way to cure ailments of the body was through the stomach. We believed that this was wrong, because we knew that many aches and pains were readily overcome when rubbed with Omega Oil. Thus, you see, our campaign has been largely one of education. We had to dispossess the public mind of certain theories that had been pounded into it for a long time. Our position was similar to that of Colonel Pope when he tried to market the bicycle. The roads of the country then were in a deplorable condition, and a man could not ride a bicycle if he had one. So the Colonel had to start in and educate the people up to the importance of making good roads. Then he sold his bicycles."

INTO THE STORES.

"What was your theory about getting Omega Oil into the stores?"

"If there ever was a clear case of advertising creating a demand, it is that of Omega Oil. We never asked a druggist to buy a dollar's worth of our oil. When our advertising first began, none of the trade had the oil in stock. We just started the ball rolling at the right end and waited. Results were not long in coming. They began in tiny streams, grew into rivulets, and then into flowing rivers. All we did was to pay out money for publicity in the right direction, and our good advertising did the rest. Our idea from the beginning was to spend every dollar to reach the man with the pain, and not a cent on the dealer who handled the remedy. We went on the theory that the druggist would rather have us send him customers than annoy him with salesmen."

SALESMEN AND NEWSPAPERS.

"Didn't you have any salesmen on the road, Mr. Wineburgh?"

"No, not one. We made our advertising sell the goods. We did think at first that we could not do without salesmen. We figured out what they would cost us, and found that, in order to cover the territory through which our advertising was spread, we would

require at least thirty salesmen. Figuring on paying each one of them a salary of \$25 a week, and an expense account of seven or eight dollars a day for each, we saw that the outlay would be over a hundred thousand dollars a year. When confronted with this fact we believed then and we believe now that the expenditure of one hundred thousand dollars in advertising through the regular channels would bring back far greater returns than any corps of salesmen. The salesmen would simply load up the dealer; but how was the public to know the goods were in the store after the salesmen put them there?"

"Our plan of first creating the demand before expecting the retailer to put in a stock of Omega Oil has made druggists friendly to us. The retailer has for years been imposed upon. Nine times in ten, when a new patent medicine is put upon the market, smooth-tongued salesmen are sent out to load up the trade. The poor retailer is induced to buy a lot of stuff that the public knows nothing about. On the shelves of every drug store to-day are hundreds of bottles of dead remedies that represent the accumulation of years. The druggist has been 'stuck' so often that our way met with his hearty indorsement."

THE IDEA OF UNITY.

"What sort of prices, discounts, etc., did you offer the trade?"

"You will see from my reply that there was a sort of 'oneness' to our ideas in all directions. We put up only one size of Omega Oil, which retailed at fifty cents. We had only one set of terms and prices, which have never been changed from the beginning. It was our duty to create a demand, and if that demand was small, it was wrong to expect the dealer to buy more than he could sell. All we asked was that the demand be supplied as we created it. In order to carry out this belief, we had no quantity discount. Ten gross were sold at exactly ten times the price of one gross, and one hundred or one thousand gross in the same proportion. This enabled the jobber who supplied the trade

in territory where the demand was small to buy Omega Oil just as cheap as the jobber who handled our remedy in a territory where the demand was big. If we had given a special price to the man who bought large quantities, he could have gone into the territory where the demand was limited and undersold the jobber there."

ONLY JOBBERS AS BUYERS.

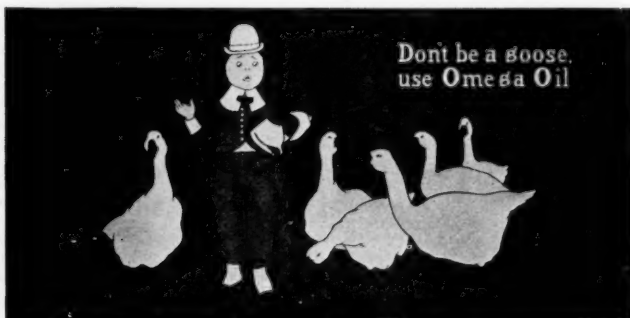
"Do you limit the sale of your goods to any channel?"

"Yes; that has been one of our hobbies from the first. We have never sold Omega Oil direct to any but legitimate, bona fide jobbers. We have stuck closer to the jobber, we believe, than any other patent medicine concern in the United States, bar none. No one

"The point I have been trying to bring out here is one that every patent medicine man should carefully consider. He should co-operate fully with the jobbing trade and confine his sales to that source. The jobber can render him invaluable service when counterfeits, imitations and bogus substitutes are put on the market. He is in a position not only to make the existence of these bogus remedies known to the manufacturer, but to also deal them a blow."

"Can you tell where your advertising is paying, and where not?"

"The plan of having one price only and confining sales to the jobbing trade enables us to keep our finger right on the pulse of our business. From day to day



THE ORIGINAL GOOSE-BOY CUT.

enjoys higher respect in the jobbing trade than we do. This is because we have demonstrated our fairness and impartiality to all.

GUARANTEEING THE PRODUCT.

"We do something else unusual. Every sale of Omega Oil is guaranteed. If a jobber buys our remedy, we voluntarily make it a condition of the sale that we will buy it back again whenever the jobber finds he cannot dispose of it. We agree in that event to pay him the same price he paid us, plus cost of freight each way and all expenses to which he has been put in handling the goods. Although, enormous quantities of Omega Oil have been sold under this guarantee, we have never had a single bottle returned to us.

we know precisely the condition of the market in each particular locality. We know where our advertising needs strengthening and where we can afford to curtail a little. In short, we know 'where we are at.'"

"Now, tell me, Mr. Wineburgh, what mediums you have used in your advertising?"

MEDIA UTILIZED.

"The biggest part of our appropriation has gone into newspapers, street cars and outdoor display. Besides this, we have moderately used almost every known and unknown medium, with success."

"What is your idea of a good advertisement, Mr. Wineburgh?"

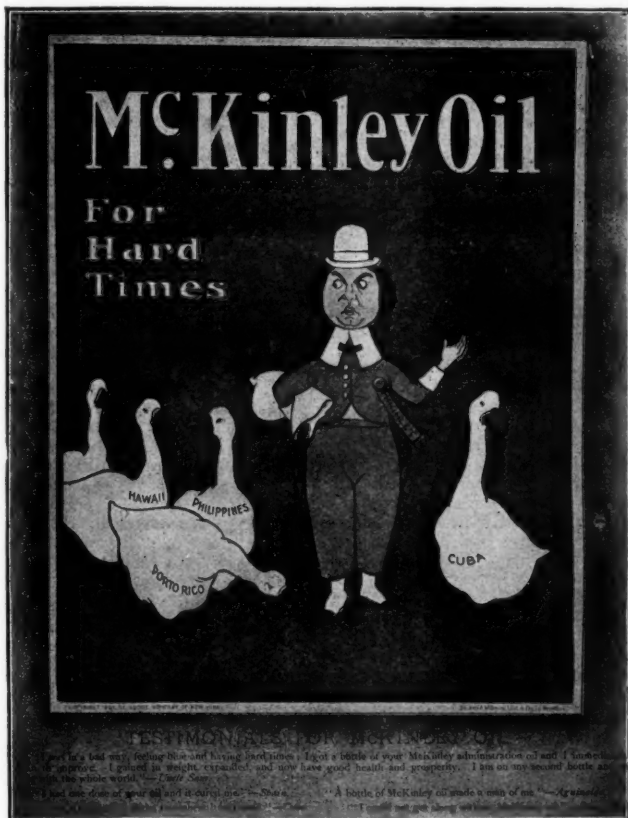
"Mr. Moses' definition of a good advertisement is the best I ever

heard. He says: 'A good advertisement is a statement containing a definite and useful message.'"
 "What has been the result of your widespread advertising of the 'boy and the geese'?"

THE BOY AND THE GEESSE.

"This design has created more

to do with Omega Oil, and you cannot blame anybody for it, because the boy and geese haven't anything to do with it at all. It was simply a notion of mine to attract attention and create comment, and it has made such a tremendous hit that the publisher of



HOW "JUDGE" USED IT.

comment, perhaps, than any other that was ever put upon a wall, bulletin or in a street car. It has brought requests from all over the country for copies of it. It has been the subject of endless discussion. Nobody seems to know what the boy and the geese have

Judge has taken that design, put McKinley's head on the boy, and substituted 'McKinley Oil' for 'Omega Oil.' This cartoon was purely voluntary on the part of *Judge*, and the idea of using it originated in that office. It did not cost us a single cent, although

we presume that no amount of money could have purchased it if we had proposed it."

"What are the seasons when your biggest advertising is done, Mr. Wineburgh?"

"The biggest demand for a liniment comes in cold weather. From November 1 to May 1 is our busy season. That is when we put out the most money in advertising. During the summer months we cut off the newspapers altogether, but we remain in the street cars the year round."

"Why do you do this?"

IN THE CARS.

"We stay in the street cars because we want to keep Omega Oil before the public constantly in some shape, and street cars are the least expensive medium for that purpose. In other words, we get more advertising for the money in the street car than we do in any other medium. Next in order come painted signs and walls. Street car and outdoor work is intended particularly to popularize a trade name and pound it into the memory of the public. We cannot go into particulars, perhaps, in these mediums, because it is the mission of the newspaper to give all the details, but after the newspaper has accomplished its purpose and told the full story of Omega Oil, then the street car and the painted signs keep the public from forgetting what has been told in the papers."

"We have a double card 11x42 inches in twenty thousand street cars north of the Ohio and east of the Mississippi. In other words, we are in practically every elevated and surface car that operates in that territory. Omega Oil is more largely advertised in the street cars than any other article in the world."

"How much does this cost you, Mr. Wineburgh?"

"The street cars alone cost us about ten thousand dollars a month."

"How do you cover all this territory by painted work?"

"We don't try to reach everybody in this manner, but we spread our money thick in the large cities. In Greater New

York and vicinity, Boston, Philadelphia and Pittsburgh we are spending about six thousand dollars a month for painted signs, bulletins and walls.

"Going into Boston along the line of the N. Y., N. H. & H. R. R., we have within a distance of thirteen miles from the South Station over one mile of signboards, measuring twelve feet high, and in Philadelphia our work amounts to almost as much.

REASON FOR SUCCESS.

"Our whole success in painting, we believe, depends upon the way we have bunched our work. When we have hit, we have hit hard. There has been no sparring or feinting, but knock-out blows every time. When we tell a sign-painter to put up signs, we tell him to put as many on a piece of ground as the law will allow. If we give a painter an order for fifty signs, each fifty feet long and twelve feet high, he has particular instructions to put them all in one spot if he can find the space. In other words, he must not scatter them under any circumstances, our idea being that when any one sees the signs he will be impressed with the immensity of the display."

"Just a word and I am done. Everything we have bought has been paid for in cash, and everything we have sold has been sold for cash. There has been no dickers, trades, swaps, stocks, bonds or questionable securities offered in payment for advertising."

J. G.

IN MEXICO.

A correspondent writes: Show windows are the favorite advertising mediums in Mexico. There are but few good papers there, and such as there are do not reach the masses, who do not read. Practical experience has taught the Mexican merchant that transient trade may be caught only through the windows, consequently he fills them with articles of staple sale, confines the display to a single line, and usually affixes a price tag to everything. People who see an attractive price attached to an article go no farther; the sale is made then and there. Mexican merchants, as a rule, avoid handling the same goods as their competitors and are always on the lookout for new novelties.

A PARROT can talk, using the same words that a man does. And yet no one ever yet mistook a parrot for a human being.—*Current Advertising.*

TAKING POSITION



WITH the AMERICAN NEWSPAPER DIRECTORY the advertiser can determine his position. He can accurately ascertain the locality, the character, and, with almost mathematical certainty, the circulation of any periodical he intends to use. The AMERICAN NEWSPAPER DIRECTORY also conveys a topographical and commercial survey of the remotest county of the United States where a newspaper is published, thus giving the advertiser a comprehensive idea of the greatness of his country and the unlimited possibilities of advertising.

Its next issue—second quarter for 1901, second installment of a new century, thirty-third year of its own consecutive publication—will be ready June 1st.

The June edition will contain new features and all the population figures according to the United States census of 1900. All the class papers will be revised and every known publication included in its tabulations.

The circulation ratings of all newspapers and trade publications of the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—will be totally revised to date, including a supplementary list of every publication established since these figures were compiled six months ago. Price \$5.

GEO. P. ROWELL & CO.,
PUBLISHERS
**American
Newspaper
Directory,**

10 SPRUCE ST.,

NEW YORK.

AGAINST RAILROAD METHODS.

In a recent number of *Returns* (San Francisco) Mr. W. L. Agnew thus discusses his ideas of how poor present railroad advertising is and how it may be improved:

The railway advertising of today is a conventional thing, a mummy of dried and dusty phrases, with little that is attractive or striking about it. It is dignified, too dignified; well written, too well written, too literary, too grammatical, too pedantic. It shoots far above the heads of the everyday mortal. Its phrases, well turned and elegant, are cold and wearisome. Its illustrations are beautiful to satiety. It does not reach the heads and hearts and pockets of the great public. I have made it my business to ask an innumerable number of questions about railway advertising of people in every walk of life. I find it to be an almost universal fact that railway advertising is overlooked nine times out of ten, and the message it contains, so carefully polished by its creator, does not even fall on stony ground. It does not fall at all. It is not even of sufficient interest to be criticised. To be effective the advertising of a railway should be handled like the advertising of anything else that is put before the public. Just as the old stilted style of business advertising was thrown aside so must railway advertisers throw aside the present lifeless method. What is needed and what some enterprising road will undoubtedly do sooner or later, is to bring to bear on railway advertising the same principles that have made commercial advertising such a marvelous success. This will take nerve and lots of it. For some occasions your business man finds six or eight inches single column an efficient ad. One day he needs more space and a page is none too large. He fills it with matter than can't be skipped. It pulls like a huge magnet. At rare intervals a railway company uses a half page of newspaper space, and what do we do with

it? Fill it with the same old tiresome, dignified (?), lifeless matter. We pay thousands of dollars for painted and paper signs and apply the same nerveless system.

I would tear down, but I would also rebuild. I would destroy but I would also bring new life. I would take nerve in one hand and a few thousand good hard American dollars in the other, and I would cut loose absolutely from old methods. The very fact that methods were new would be worth a great deal. A change, even if not much better in style, would still be an advantage. I would use newspapers, billboards, magazines, booklets, novelties, circulars, etc., about in the order given here.

Newspaper and magazine advertising might not be as dignified as at present, but it would be read and remembered. My painted and posted billboard signs would impress my road upon the people, and I would not give them a chance to forget it. I'd make them remember it. My booklets would be artistic, but would be forceful, living beings, not beautiful dead mummies.

If I had a message to give to the people about some important event, I'd buy sufficient newspaper space and tell it in good, plain English.

I might not accomplish all of this at the first attempt. I am speaking of the ideal, and there would necessarily be stumbles and failures. It would create much criticism and provoke many unfriendly comments from railroad men all over the country. But the public, the great paying public, who buy tickets and occupy sleeper berths and eat meals in the dining car, and emigrate from one part of the country to the other, would see my ads, read and remember them, and would ride over "my" railway, and the general passenger agent would ring my electric bell, call me into his sanctum and say, "Well done, thou good and faithful servant; your salary will hereafter be steen dollars a day."

A WATERTOWN EPIGRAM.

Advertising is as essential to the success of a store as the store itself.
Watertown (N. Y.) Standard.

BOSTON NOTES.

A. Shuman & Co., one of the oldest clothing houses in Boston, have arranged a unique advertising plan to educate the people up to the advantages of fine clothing. A series of lectures on the manufacturing processes of cloth are to be given in their store, and one-quarter of a floor has been partitioned off at their store on "Shuman Corner," Washington and Summer streets, as a lecture and demonstration room. G. R. Ry-marzcick, a practical man, with lifelong experience in woollen and worsted mills, particularly as overseer of weaving, has been engaged to demonstrate to whoever cares to know just how various kinds of cloth are made, what they are made of, the processes the material goes through and the service it will give to the wearer. In this way the firm hopes to create an interest and a desire for information on the subject. Already a large amount of material has been collected, including wool samples, waste, shoddy, cottons, yarns, dye-stuffs, etc., and more will be added as the work goes on. What this enterprising firm intends to do, in order to educate the people how and of what kind of material cloth is made, is to institute a series of lectures upon the subject, which will be delivered twice a week, with practical demonstrations. Their contentions are these:

That the clothing trade has been demoralized by the introduction and enforcement on the market of goods made of rags and shoddy; that many of the oldest clothiers and tailors, who have reputations

for first class goods and fair dealing, have keenly felt the result of this and that the average consumer has very little knowledge of woollen and worsted goods. It is particularly desired by the projectors of the scheme to reach the rising generation, and advanced students have been especially urged to take advantage of the opportunity presented. As a special inducement, A. Shuman & Co. have invited essays on the textile subjects which will be presented, and as a reward for the most thoroughly prepared, offer free scholarships in the Massachusetts Institute of Technology, a magnificent prize worth striving for, to say nothing of the vast amount of benefit which may be obtained from the study. Admission to the lectures is free, and no restrictions are placed upon the essay contest, other than the ordinary rules laid down for writing.

F. N. HOLLINGSWORTH.

◆◆◆
 DRIVE IT HOME.

Some men think that by making a great stir for a little time they will gain a permanent advantage. This is far from the truth. How quickly a thing is forgotten if it is not continuously advertised! It is said the public have bad memories, but perhaps they try and crowd too much into them. One event usurps another in importance, and the panorama of daily incidents diverts the mind from ceaseless concentration on one particular thing. Day by day the happenings increase in number and importance, and the public mind is ever being conducted to a new channel of thought and consideration. The necessity for continuous advertising was never more pronounced than at the present time. A passing flash causes but a moment's reflection. Permanent drive-it-home advertising makes an impression that lasts.—*The Traveling Partner.*

A prophet and his own country.

The majority of Washington advertisers use the columns of the *Evening Star* exclusively.

This is because it completely covers its field.

M. LEE STARKE, Representative,	
Tribune Building,	Boyce Building,
NEW YORK.	CHICAGO.

IN RELIGIOUS PAPERS.

In its issue of May 25, the *Sunday School Times* (Philadelphia) prints an extensive article on "Should Religious Papers Contain Advertisements?" The general trend of the views elucidated may be gathered from the extracts herewith:

Advertising in periodicals is not carried merely to make money for the publisher. It is a medium of information between seller and buyer, and, as such, has its rightful and important place.

It has been argued that while a secular paper might properly print advertisements, a religious paper ought not to do so. Two main arguments are advanced in this connection. One is the impropriety of reading business announcements on Sunday; the other is the incompatibility of religious reading matter with the advertising alongside of it, or near it.

The first objection is based upon the narrow assumption that religious papers are intended for Sunday reading alone, and the false assumption that advertisements, even in juxtaposition to Sunday reading matter, necessarily distract the mind, and turn one's thought to secular and everyday affairs. But if the reading provided by a religious paper is not sufficiently absorbing to hold attention on the one day of the week when thought is peculiarly turned toward sacred things, not the advertiser, but the editor, is at fault.

The second objection may, of course, be sustained, if the reading-matter is not worthy of a place beside the advertisements, or if the advertisements are not worthy of the reading matter near which they are placed. It is true that unworthy reading is sometimes provided to stand near or alongside of advertisements. This is done by publishers or editors who care little about the quality of such reading-matter in yielding to pressure from advertisers to place reading-matter of some sort beside advertisements.

It is equally true that advertisements unfit to be printed anywhere for general perusal are accepted and inserted by editors or publishers of religious and secular papers in disregard of propriety and honesty. Immense harm has been done to the religious press, of which a peculiarly high standard is expected, by careless or ignorant management in this respect.

On the other hand there is no shadow of reason why clean, business-like, trustworthy advertisements should not appear in religious papers. No religious reading-matter should be inconsistent with good business standards. No good business announcement, honestly and decently made about worthy goods, should be offensive to the most uncommercial and reflective and retiring disposition. Human needs exist everywhere, and they are met in thousands and thousands of cases, greatly to the advantage of the buyer, through a promptly answered advertisement.

Subscribers should look upon the ad-

vertising columns of a religious paper as an opportunity. Books, household goods, foods, schools, routes for travel, church and Sunday school supplies, wearing apparel—all these things are advertised frequently, and some of them constantly, in the *Sunday School Times*. This could not be profitable for either the advertiser or the publisher unless it were also profitable to the subscriber.

Of course, readers of the *Sunday School Times* will deem the printing of this editorial an innovation. It is to be hoped that many will give consideration to it as bearing upon the religious press as a whole. The subject is not one that can be ignored by thoughtful people who study the progress of human activities and the inter-relations of mankind. As a matter of fact, no reader of this paper would have the help of such men and women as are known for what they write herein, nor would a reader of this paper have the benefit of a low subscription price nor the inestimable gain of knowing the name and place and price of a thousand and one needful things, if the *Sunday School Times* carried no advertising.

A GOOD VIEW OF IT.

Almost any merchant would value the privilege of having a thousand possible patrons lined up in front of his store and be given just three minutes to tell them why they should buy goods of him. He has the privilege when he puts an advertisement in his local paper and should put in his advertisement just what he would say to the crowd.—*Platt (S. D.) Epitome.*

THE SIXTH PRINTERS' INK SUGAR BOWL.

What is the Sixth Sugar Bowl?

It is a sterling silver Sugar Bowl, made by Tiffany, properly engraved and put into a case befitting its character.

For what is it to be awarded?

It will be awarded by PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, to that trade or class paper which, all things considered, best represents its constituency, thus making it the best of all the trade or class papers.

Why is it called the Sixth Sugar Bowl?

Because five bowls have already been awarded to the newspapers in various sections of the country that best represented the regions in which they circulated. The Sixth is for the best trade paper.

Who can compete?

Every trade paper that thinks or asserts that it has a fair chance to win.

When does the competition close?

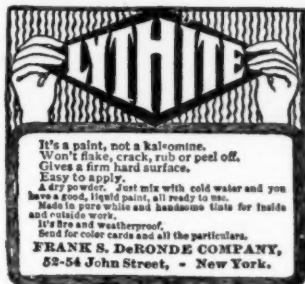
That has not been decided, but the date may be an early one. The earlier points of excellence are set up and sent in, the less the chance there will be of losing the prize by procrastination.

CHICAGO NEWSPAPERS.

The Chicago newspaper field has been very badly chopped up for several years past. Within the last few years the Chicago *Inter-Ocean* has fallen into the hands of the Octopus and Charles T. Yerkes, the street car magnate of the Windy City, is now in active control of the publication, editorially and otherwise. The advent of W. R. Hearst into the Chicago field has shaken up the dry bones considerably, and within ten months from the time the *American* was established, Victor F. Lawson sold the *Record* to H. H. Kohlsaat and will now confine his efforts exclusively to the *Daily News*, which is one of the best paying newspaper properties in America. The Times-Herald Company has disposed of the *Evening Post*, which has passed into the hands of a wealthy syndicate, and the new consolidated craft, the *Record-Herald*, comprising the Chicago *Record* and the Chicago *Times-Herald*—three former great newspapers rolled into one—ought to be a successful publication from every point of view. The Chicago *Chronicle*, which is backed by John R. Walsh, the president of the Chicago National Bank, is a most excellent newspaper, and being the only Democratic morning daily in the city of Chicago—now that the morning field has been bereft of one newspaper of large dimensions—it ought to do much better than ever heretofore. The Chicago *Tribune* has been a first-class property for a long number of years past and is doing as well proportionately as ever. The Chicago *Journal* has probably been hit harder than any other Chicago publication, and what its future status will be in the "hoorah" race in Chicago no one knows. The Chicago *American*, with its all day editions including a Sunday morning issue, is doing very well and is looked upon in the East as a most excellent advertising medium.—*Advisor*.

IN ADVERTISING.

It is possible to spend one hundred thousand dollars just as economically as it is to spend ten dollars.



Is this a good advertisement?

It was printed in the FARM JOURNAL for January, 1901. This is what the advertisers say of the results from this and other cards of the series:

"We have gotten five times more inquiries from our advertisement in your paper than from the combined results of all the other farm papers in which we advertise. In fact, some days FARM JOURNAL sends in so many inquiries here that we scarcely know how to attend to them all, but the best part of it is that a great many of them follow up their inquiries with cash orders, which is the kind of business we like to have. We are FARM JOURNAL people from beginning to end."

FARM JOURNAL stands alone. For over twenty years it has absolutely **guaranteed** its advertisements, by making good to subscribers any loss through a dishonest advertiser. Its readers have thus learned that they can buy of any FARM JOURNAL advertiser with perfect safety. This has given this singular paper a most remarkable pulling power. For twenty years FARM JOURNAL has been

"unlike any other paper."

Forms for July number close June 10th, unless all the space is taken sooner—which often happens. The edition will be over 480,000; summer rate \$2 a line. You are safe in sending orders by mail, for there are no private discounts, rebates, rake-offs, or other special terms to favored advertisers or agents. Five per cent off for cash with order.

WILMER ATKINSON CO.,
PHILADELPHIA.

ADVERTISING A TOWN'S ADVANTAGES.

Percy Proctor, a prominent manufacturer of Cincinnati, in a long communication to the *Enquirer*, makes some suggestions of eminent value to Ashland or any other town as well as to Cincinnati. Among other things he says:

My plan is to advertise the merits of Cincinnati as a place to live and do business in once a week for a year in thirty newspapers in twenty-six of the largest cities of the United States.

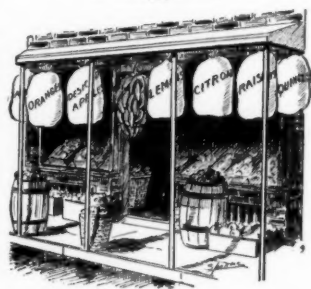
If such advertisements as I propose are inserted as suggested, 5,000,000 people would read them every month. To reach that number of people once with a circular, counting the cost of stamp, envelope, circular and addressing, would cost half as much as my plan would in a year. And the destination of the circular would be the waste basket. A letter or circular goes to a man and ends with him generally.

Continuous advertising is apt to strike at the right time. A man may have a plant in the wrong town. He knows it, but there is so much money in the plant that he cannot afford to move. That night his buildings are destroyed by fire. He is insured. Then he recalls the advantages of Cincinnati, having read the advertisements and the book. He knows where to move to. In every State every day new companies are incorporated, but they cannot be reached by letter before they have decided upon a location, as that is generally done before they become incorporated. Having read about Cincinnati, however, they at least give it consideration. Tomorrow evening groups of men may meet in private houses, in clubs or in hotels to discuss the formation of a company to push some invention. The question of location is an important one. Who can know who these men are or what they are thinking of so as to write them about Cincinnati? But if the city has been advertised they will consider its merits.

Another advantage of the advertising plan is that the first letter

comes from the man who wishes to move, and not from Cincinnati. He may write on his own letter head for the book, or he may get his clerk to write for it on private notepaper to conceal his identity. No man who contemplates moving his plant from one town to another cares to have it known until he is quite ready—until he has disposed of his old premises and can leave for good and all—that he is going to speak well of some other town he has lived in, and to spend his money in a new home.

The newspapers should be taken into the confidence by those who would have this work in charge. I know from personal experience that they are very willing to publish anything intended to help the city. They give up space and the cost of filling it with type annually to such enterprises worth thousands of dollars. They are the best mediums for advertising Cincinnati. A merchant or manufacturer may read other things, but he must read his newspaper if he wishes to keep up with the times and to know what the trade conditions are. Advertisements on maps, hotel registers, convention souvenirs, etc., are not of account. The reiteration of advertisements before the same people in publications bought for the reading matter they contain is the most profitable and successful advertising.—*Ashland (O.) Press.*



THE way New York market men advertise their wares—large paper bags filled with straw. The bunch of bananas is made of plaster of paris painted yellow.

GERMAN NEWSPAPERS.

From the *Bookman's* article on German newspapers, in its series, "Great Newspapers of Continental Europe," PRINTERS' INK selects the following paragraphs:

On the history of German newspaperdom—and it goes back to 1403 A. D., when a Leipzig book-maker issued the first *Zeitung* to commemorate the obsequies of the Emperor Frederick—only one instance of influence wielded by the press can be recalled. In March, 1813, the *Schlesische privilegierte Zeitung*, in Breslau, published Frederick William the Third's *Call to Arms* (*An Mein Volk*), preceding that spirited harangue, which was composed by Hippel and inspired by Gneisenau, with the terse announcement, "The king has entered into a defensive and offensive alliance with his Majesty the Emperor Alexander, Czar of all Russias."

The placing of this bit of momentous news at the head of the official proclamation was a stroke of editorial brilliancy never surpassed and never repeated in the annals of Teuton journalism. It gave color and backbone to the royal effusion. As all the world knows, it had an electrical effect. The people rose as one man; those who could not bear arms laid their fortune, their jewelry, their personal apparel even upon the altar of the Fatherland.

On June 19, 1815, Blucher caused the first yellow sheet to be issued in the tongue of Goethe and Schiller, but though he was, and still remains, the popular idol, his example found no imitators.

Blucher claims Waterloo's laurels in this summary style: "I have won the most complete victory over Napoleon in conjunction with the Duke of Wellington, at La Belle Alliance." Twenty-five thousand, then an incredible number, of copies were sold; but, notwithstanding the distinguished *accoucheur*, sensationalism and exaggeration proved still-born children. A paper conducted on the lines of New York "yellow journals" could not live in Germany. Scare-heads and the similar de-

vices are confined to the "extra" fiends, rat-office printers and others eking a precarious living by issuing occasionally a penny-dreadful, printed on one side and containing no other matter besides the hair-raiser. And woe to him if he falls into the hands of the police. Not only the "extra" shouters, but the publisher, editor and printer are jailed on charges of creating and abetting, respectively, a public nuisance. This offense is punishable by imprisonment "not less than three days and not more than two years."

The German newspaper is, above all, dignified. In the better class of papers there is a wall between "upstairs" and "downstairs" that no gold-laden ass can scale, though he be shod with diamonds; and even the small papers felt it their mission to uphold their party views and to instruct and guide with a seriousness and a disregard of pecuniary considerations that is almost pathetic. There is no such thing as securing attention by scare-heads and articles conforming to the term. While, in order to be talked about, the papers of many countries cut some curious capers during their teething period, the German gazette is as sedate, as ponderous of mien and as noor in matters of news, or, on the other hand, as frivolous and wide-awake and bourgeois on its birthday as after a career of twenty years.

Take the case of Berlin's youngest paper—the *Petit Journal* of Germany—*Der Lokal Anzeiger*. After a long newspaper experience in the United States August Scherl started his little sheet on American lines. He dispensed with the mill-stone leader, threw overboard heavy phraseology and confined himself to news served attractively, concisely and independently. That was unusual enough, but when Berlin woke up to the fact that the new weekly treated political intelligence exactly as it did police court news—without comment of any sort—German astonishment knew no bounds, and for a time the *Anzeiger* was tolerated out of curiosity, rather than from motives of appreciation.

Scherl, on his part, took care that no one was without the new paper on Sunday mornings, and to this end began a war against the news companies. Realizing their unwillingness to reform antiquated methods, he collected a thousand women, able to give a small, interest-bearing security for faithful performance of duties. These became his canvassers and carriers, each being assigned to a district in which to make a house-to-house appeal for readers, *not* subscribers, for at first the paper cost nothing beyond the delivery fee of two and one-half pfennigs, about half a cent per copy. The two and one-half pfennigs and a like amount paid by the office was the carrier's wage, each being required to dispose of two hundred papers in as many households or offices, a little army of inspectors and spotters preventing deceit or waste. In this way the foundation for the *Anzeiger's* great circulation was laid—no family paper was ever started on more legitimate and business-like lines.

After the ten-pfennigs-a-month edition had taken thorough root a price was put on the newcomer, and the paper was issued thrice weekly at a cost of fifty pfennigs a month. The first daily issue, having a bona fide subscription list of a hundred thousand names, appeared a year later, and Scherl's canvass, conducted in the meantime, had gone to such lengths as to enable him to publish from his lists a city directory so much more complete and reliable than the existing one that the older institution was forced out of business. It is Scherl's boast that he has on an average five to six subscribers in almost every house in Berlin. I once saw this penny paper on the Kaiser's desk in the Neues Palais, and on inquiry learned that forty-two were delivered at the Schloss every morning and evening, exclusive of copies intended for the servants' quarters.

"And how many *Kreutz-Zeitungs* do you get?" I asked the fat portier.

"Two—one for Majesty" (the Berliner eschews the pronoun in connection with titles), "one for

Majesty and the other for Graf Eulenburg," the chief court marshal. Alas, the ingratitude of kings! The *Kreutz-Zeitung* was especially started for the defense of throne and altar, and during the fifty years of its existence has been as loyal to the monarchy and as eager to be the Government's speaking-tube as the *Anzeiger* was, and is colorless in respect to affairs of the royal house, and independent of official and semi-official news and literary sources.

Yet such is the power of circulation, even in *reclame*-despising Prussia, that imperial ministers and courtiers not only prefer Herr Scherl's bourgeois sheet for perusal, but occasionally furnish it exclusive news of the "all-highest circles," which the organ of feudalism and the aristocracy is obliged to reprint with credit, as it dare not ignore intelligence appertaining to the Crown.

When I talked with the managing editor of the *Kreutz-Zeitung* on this subject, he smiled disdainfully. "The neglect on the part of statesmen who have degenerated into politicians," he said, "doesn't affect us in the least; for until our paper dignifies court news by printing it in the proper department, no such information is taken for 'voll' (entirely correct)."

The *Kreutz-Zeitung's* real name is "New Prussian Gazette," but no one, not even its own editors, call it by that title, the synonym suggested by the iron cross on its head having completely obscured the real designation. With the *Lokal Anzeiger* this organ of publicity shares the distinction of devoting much space and venom to abuse of the United States. Indeed, if it were not for that, the American people would probably be ignorant of their existence; for, despite their large circulation and courtly prestige, neither paper exercises the smallest vestige of influence. The *Kreutz-Zeitung* hates us because we are republican, because we are prosperous and because our natural products make competition for the Prussian *Junker*, who imagines that he was ordained by Providence to

feed the masses at prices most agreeable to his pocket. Our late war with Spain, has, in addition, stirred up its military bile. To these men the American policy of recent years has been bitterly distasteful. They have consistently poked fun at the "Yankees" and sneered at our "lack of discipline, training and equipment." And when we were at war with Spain the reports of victory were branded as "infamous lies," while the Madrid inventions received precedence as news. The *Kreuz-Zeitung's* rancor is bred by ignorance and party spirit, but with the *Lokal Anzeiger* it is another matter; for not only its publisher, but its editor-in-chief, Herr von Kupfer, too, know and love America, while acknowledging that the success of their undertaking is entirely due to methods and ideas studied and acquired by them in this country. Yet so profound and general is German animosity toward the United States that the most widely read of German dailies thinks it politic to subserve, against its own better knowledge, to popular clamor. And this reminds me of another America-traveled Berlin editor, who delights in vilifying the United States—Dr. Lange, of the *Deutsche Zeitung*. In 1896 I happened to call on Dr. Lange, and asked him to tell me frankly what particular fault he had to find with the United States. "Only this," said the great man, giving me a withering look, "America is intelligent, capable, full of achievements, but it has no culture."

In the matter of furnishing momentous news Dr. Lange's little paper at present outdistances the *London Times* and the *London Mail*—though its ordinary news service is restricted to the dispatches of the official agency, and though it is inconceivable that the *Zeitung* has correspondents in the field or can pay telegraph tolls from the African interior—this seemingly inexplicable capacity for securing "beats" that develop over night without any preliminary outlay in money or gray matter is a feature peculiar to German newspaper life that needs explanation.

With the exception of the *Lokal Anzeiger* and its namesakes and imitators in other big cities, almost all German dailies are organs of some party, or fraction of party, or of a group or clique, whose interest they espouse, and the members of which furnish it with "pap" in the way of news, subscribers, editors or money. Of the three kinds, the news-pap is most acceptable, for nothing builds up a German paper more rapidly than a reputation for getting "exclusives."

The *Deutsche Zeitung* is a rabid anti-Semite sheet; numbers of anti-Semites sit in the ministerial offices; the great majority of the Kaiser's goldsticks, too, belong to that party. Now, it is a fact that the Berlin cabinet is kept exceedingly well informed on affairs in Natal, and there is little doubt that Prince Hohenlohe likes to see anti-British news in print. But if they were given to the *North German Gazette*, or some other well-known tout, the source and the underlying motive of the publication would be at once patent to everybody; so transcripts of the cables are turned over to Dr. Lange's gazette, which has no official connection with the foreign office, and is reckoned with the opposition, and whose politics the regime in power openly disavows. Similar windfalls gladden to-day this, to-morrow that, editor's heart. Though no Herr Redakteur ever thinks of spending money for "scoops," even the least enterprising of them startles the community from time to time by an exclusive announcement of consequence, that makes his paper the talk of the day and often the subject of contention in parliament and diplomatic circles.

Influence-worship is so blind that German editors never investigate a story coming from official or semi-official sources; they print as facts and editorial expressions whatever masters or friends send in. And if, a day or two later, a higher authority than that previously cited makes a denial of the published account, that in turn is accorded space.

In the matter of general news all papers with a limited amount

of money at their command are served on equal terms. Wolff's Bureau—the Reuters of Germany—is a government affair, subsidized by “news-pap” and the right of priority in the dispatch of telegrams to such an extent that no special correspondent can get stuff on the wire until Wolff has said *Mahlzeit* or “good-night.” That, in return, Wolff prepares the intelligence he disseminates according to the taste of the foreign office, the various ministers, government and police officials, is only natural, and it may be relied upon that nothing detrimental to the powers that be is circulated by him. If an editor is caught tripping, he cannot plead that the matter slipped into the paper in the rush of business; for, as the Berlin States attorney once pointed out, “a newspaper printing specials must appoint editors to look after such undesirable wildcat information.” Indeed, so undesirable are “specials” that the government has always refused to allow a newspaper rate.

German official information is so seldom worth telegraphing that one gets at the truth only when one catches an official unawares.

The *Berliner Tageblatt* made its way by unconventional methods, and an American desirous of improving his German cannot do better than read this daily, which rivals our own *Evening Post* and *Commercial Advertiser* in literary excellence, the *Herald* in newsmanship and the *Sun* in brightness. Its Monday edition, besides, is a clever imitation, in abridged form, of *Harper's Weekly* with the illustrations left out. The *Tageblatt* is owned by the Fatherland's chief advertising agent, Herr Rudolph Mosse, and edited by a sharp reviewer, Dr. Levyson, who marshals a staff of ten *Redakteurs* and four or five reporters, press bureaux furnishing the bulk of local news, whereof each makes a specialty in some such line as police, scandal, courts, sports, fires, funerals, balls and fetes, hotel arrivals, etc. “Wild” reporters have also free access to its columns—anything to get amusement out of life. These are “men in buckram,”

hungry for reputations, who deal in the marvelous and *outré*. Most of the serious papers throw their effusions in the waste basket. The *Tageblatt* prints and elaborates them if amusing, adding some such comment as “unsubstantiated,” or “from an irresponsible source.” Out of this collaboration of penny-a-liner and literary artist spring many delightful *feuilletons*.

“Wild” reporters earn from twenty-five to fifty dollars per month; the legitimate reporter can often make as much as a hundred dollars, but never more. Editors receive from a thousand to twenty-five hundred and even three thousand dollars per year; *feuilletonists* secure from a pfennig (one-quarter of a cent) to a cent and a quarter per word. The average foreign correspondent is looked upon as a *feuilletonist* and his exclusive services are engaged only in rare instances. The *Tageblatt's* Cuban correspondent, during the late war, was a salaried man, I believe, and so was the young doctor of philosophy whom the *Lokal Anzeiger* sent to Spitzbergen to report Andree's “last words,” but they were exceptions. To emphasize this, it need only be mentioned that of all German newspapers the *Frankfurter Zeitung* alone keeps a regular correspondent in New York who is authorized to use the cable. The American representative of the *Koelnische Zeitung* is an artist and charming descriptive writer, but he does not know a hundred words of English. The *Tageblatt*, the *Munchener Allgemeine* and the *Lokal Anzeiger* expect only sensations from their New York men, which come timely enough if sent by mail; the *Neue Freie Presse* in Vienna, and the excellent *Lloyd* in Budapesth, also make a specialty of American news, but seemingly draw their inspiration indirectly from the American newspapers.

As the organ of the *haute finance* the *Frankfurter Zeitung* is as eagerly read in Wall street as in the board of trade centers of Berlin, Hamburg, Vienna, London or Paris. It has, like the *Cologne*

Gazette, four editions daily, at 5 and 11 a. m., and at 2 and 7 p. m. Leopold Sonnemann, a noted democratic deputy, is the chief owner and all-powerful director of this able, reliable and liberal-spirited organ of publicity that comes nearer to the much talked about American ideal newspaper than any other foreign daily. Sonnemann is his own chief editorial writer, while L. Schueler. Theo. Saevigk, Dr. F. Mamroth, Dr. Paul Goldmann and Dr. L. Cohnstadt compose his general staff, and are as thoroughly imbued with his ideas as the *Sun* staff was with the ideas of the late Charles A. Dana. Though the people's party claims the *Frankfurter* as its organ, Sonnemann has proved himself independent of all ties on many occasions.

Newspaper men are likely to be interested in the editor's hours. A German *Redakteur* goes to work at 9 a. m. and to his dinner at 1 p. m. Between the hours of 2 and 6 in the afternoon he works upon the morning edition, and talks with subscribers who call on him for advice or complaint. Sub-editors remain until 8 or 9 o'clock, when the night man takes complete charge until the last form goes to press. If there is any special need for reporters, he telephones for some one, otherwise he allows the poor souls to sleep.—*Henry W. Fischer, in the Bookman.*

IN NEW PUBLICATIONS.

The publication of small circulation seldom contains matter as good as that furnished by its larger competitors. The exception to this is in the case of a publication with a new circulation—the publication that in a new form, or because it is entirely new, gains a large temporary circulation among people who buy it to see what it is and to determine whether or not they want to buy it regularly. This temporary circulation is of less value than the circulation which is solid and permanent, going to the same people time after time. Continuous insertion of an advertisement in a paper whose readers are constantly changing is practically equivalent to one time insertions. Rates in such papers should be very low to attract an experienced advertiser.—*New England Grocer.*

SO MOTE IT BE, AMEN!

The days of fake advertising are pretty nearly numbered.—*Iowa City Republican.*

A PROCLAMATION TO WEAK MEN.

Mr. W. R. Hearst states that the many "Weak Manhood" ads in his papers are meeting with objections from his readers and he has therefore proclaimed the following rules regarding the setting up of medical ads in his three papers, the *New York Journal*, the *Chicago American* and the *San Francisco Examiner*:

1. The only cuts allowed in strictly Weak Men advertisements will be portraits.

2. No cuts like trusses, abdominal belts, electric belts, cuts of freckled or pimpled faces, or "before and after" cuts are to be allowed in rupture, pile, complexion or other medical advertising.

3. In all medical advertising, other than strictly Weak Men advertisements, ordinary display and body type can be used. But the Weak Men advertisements must be set in long primer, with the display line at the top in outline type. However, testimonials or extracts in these advertisements may be set in agate or brevier.

4. In Pile and similar advertisements, the display of offensive words, such as "Piles," must be in outline and not larger than three-line type.—*Mail Order Journal.*

THE newspaper advertisements go abroad in the land, silent as snowflakes but potent as thunder.—*Sterling (Ill.) Gazette.*

LEKKO IS THE BEST
SCOURING SOAP



LEKKO
ANTISEPTIC CLEANING POWDER
THE LEKKO SOAP CO.
C. J. HANCOCK, OWNER
 CHICAGO NEW YORK SAN FRANCISCO

FROM "WHAT TO EAT," CHICAGO,

THE DESERET STORY.

It is not often that a newspaper makes an interesting story of its own life. The following matter, being a four-page booklet from the *Deseret News*, of Salt Lake City, Utah, appears to fill the bill:

The *Deseret News* was founded by President Brigham Young in 1850, the name "Deseret" being taken from the Book of Mormon, signifying honey bee, industry. When the Mormon pioneers crossed the plains in 1847, they carried with them per oxeam freight, a small Ramage printing press, and here in Salt Lake, "a thousand miles from nowhere," the first newspaper published in the Great West was issued on the date named. It has continued without interruption ever since, and even during the famous Utah war in 1857, when Johnston's army invaded the territory, the publication was kept going, the plant being moved from place to place as the troops approached. The increase in the growth of the *News* has been the increase in the growth of the whole West. The Mormon community has grown and extended into the adjoining States, building up large and prosperous communities, and wherever they have gone the *News* has followed them.

With the advent of the twentieth century, the *News* passed the 20,000 mark on its big country edition (the semi-weekly), thus more than doubling its circulation within two years. A month later, February 1, 1901, it had reached the 21,000 mark. The Saturday edition of the daily, a 24-page paper, doubled its circulation within fifteen months, and the regular daily edition has increased more than sixty per cent. The *News* may be pardoned for feeling that this record has no equal in the annals of Western journalism. The semi-weekly *News* now prints more papers than all the daily papers of Utah combined.

The *News* is non-partisan and independent in politics. Its constituency in the great States and territories of the West is nearly equally divided between the two national parties, and by preserving a neutral attitude, giving all the news relating to both with strict impartiality, but fearlessly discussing the public questions of the day, it maintains the predominating lead among all papers in the Rocky Mountain region. Having the full Associated Press report, maintaining its own correspondents in Washington and other news centers, using the latest Mergenthaler linotype machines, illustrating in half-tones, and being besides the official organ of the Mormon Church, through which its leaders speak to the people, its position as a combined newspaper and magazine is absolutely unique, and its value as an advertising medium can be recognized at a glance.

The Mormon population comprises the backbone of the thrifty, prosperous and industrious population of the West. It numbers over a quarter of a million people, distributed approximately as follows:

Utah	200,000
Idaho	40,000

Arizona	8,000
Wyoming	6,000
Colorado	3,000
Old Mexico	2,500
Oregon	1,000
Nevada	1,500
Montana	1,000
Alberta, Canada	4,000
New Mexico	500

Total 267,500

GOVERNMENTAL ADVERTISING.

Like all other successful business enterprises the postal order department at Washington believes in advertising, and by the aid of printers' ink is now telling the world the beauty of the postal order system, says the *Minneapolis Times*. In districts where the department believes the postal order business is not sufficiently advertised, catchy cards, containing a brief description of the system, are being distributed. A supply of these cards is sent to every nook and corner where a postoffice exists, and are printed in every language in the land. Three samples were received at the local office recently, one being composed in the Italian language, another in Japanese, and another in Yiddish.—*Newspaper Maker*.

THE MAIN THINGS.

Of course, an ad is better for being attractive, artistic and well expressed, but the main thing is to give the facts so that there can be no misunderstanding. To display the ad so strongly that it cannot be overlooked, to put it in magazines or other mediums which will reach the people you want, and then have a perfect system for following up every possible opening until it results either in an order, or conclusive proof that no order is there.—*St. Louis Grocer*.

When Making a Journey



Your digestive apparatus should have the very best attention. One way to help is to be particular as to food. The very best food prepared in the very best manner and sold at a reasonable price is the foundation of the popularity of the Dining Car service of the

CHICAGO GREAT WESTERN

Between Chicago, Duquoin, St. Paul, Minneapolis, Des Moines, St. Joseph and Kansas City.
J. P. Elmer General Passenger and Ticket Agent, CHICAGO.

HERE GREATLY REDUCED,

THE SIXTH SUGAR BOWL.

Office of
THE LAWYERS' CO-OPERATIVE PUBLISH-
ING COMPANY,
Law Publishers and Booksellers,
ROCHESTER, N. Y., May 10, 1901.
Editor of PRINTERS' INK:

I understand the sixth sugar bowl is offered to the periodical which, taken all in all, best serves its purpose in reaching a certain class. On this basis I offer *Case and Comment* and submit the following facts:

Case and Comment is a magazine for lawyers.

In the United States there are about 90,000 to 100,000 lawyers. After twenty years' experience, with twenty to forty agents reporting daily from every part of the country, and reliable reports from many other sources, we have weeded out 30,000 to 40,000 of them as undesirable, and have on our list about 65,000, all the lawyers worth considering, whom we are canvassing for subscriptions constantly.

The list of paid subscribers to *Case and Comment* is now nearly 25,000. The last year's average circulation monthly is a little over 31,000. The difference represents sample copies sent to different sections, in turn, by which means every lawyer, not a subscriber, gets a sample copy about twice a year.

In other words, *Case and Comment* reaches every lawyer worth reaching every six months and forty per cent of them regularly, monthly.

There are only seven advertising pages allowed—three cover, two opposite reading matter and two facing cover—all preferred space. Every page will take halftone work perfectly.

With this select clientele and limited space one would look for high prices, but ours are very low, by any standard. Our yearly rate is \$400 for one page, \$225 for one-half page, \$125 for one-fourth page, or reduced, for comparison, to a yearly rate, per 1,000 circulation, one page \$1.06, one-half page .60, one-quarter page .32.

It may be some general magazine of known circulation gives lower figures, but we don't know it.

Finally, as "the proof of the pudding." Ten days after we began mailing a recent number with their first ad, the Pen Carbon Company's branch in this city wrote us: "Do not fail to continue our advertisement in succeeding numbers of *Case and Comment*. Already our cash orders for carbons, and inquiries for our advertisement in the current number are away ahead of the record of any medium we have ever used."

We rest our case here.

Very truly yours,

THE L. C. P. Co.

HYPNOTISM AT A DISTANCE.

It all simmers down to this: Advertising which will sell goods is the very highest expression of the selling idea which is behind every salesman. It is the very highest form of the selling art. It is hypnotising at a distance instead of by direct personal contact and requires that the strongest personality be thrown into it.—*Caxton's Quarterly*.

NO SUCH FIRM IN EXISTENCE.

MINNEAPOLIS, Minn., May 18, 1901.

Editor of PRINTERS' INK:

Will you have the kindness to advise what you consider the most advantageous manner of disposing of advertising copy covering various lines of trade? Does your knowledge include the name of any person or firm, outside the regular agencies, that handles meritorious matter, and if so, what the usual compensation is—that is, per ad? I am a regular reader of your paper, but fail to find anything covering the ground.

Very truly yours,

H. BRODERICK.

Address, Room 8, Telephone Building, Minneapolis, Minn.

IN NEW YORK.

Office of

FLOERSHEIMER, ROMAN & HAHN.

Editor of PRINTERS' INK:

NEW YORK, May 22, 1901.

Inclosed please find our check for \$5 for year subscription to PRINTERS' INK. "Long may she live." Sincerely,

FLOERSHEIMER, ROMAN & HAHN.

NEWSPAPER advertising is not an experiment in any sense of the word. It is a common sense business transaction. Returns the first week or the first month are not always encouraging, but it is sticking at it that brings success.—*Hancock (N. Y.) Herald*.

FOR many years I have felt that in a growing city like Newark it was necessary to provide a place where Funeral Services could be held for those who did not have the accommodation for a large number of people.

On Thursday, May 2, 1901, I propose to have an opening at my new place, No. 406 Broad street, corner Grant. I know it is unusual for an undertaker to have an opening, but it is an unusual place. The mortuary chapel will seat one hundred people; if necessary I can throw open the offices and accommodate two hundred people. I give a general invitation to my many friends and the public in general to inspect the premises any time after eight o'clock on the above evening.

Resp. Yours,

JOSHUA BRIERLEY.

A NEWARK CURIOSITY.

If you want

an advertisement to create business, word it on business lines, place it in the street cars controlled by us and you'll get business. The street car advertisement is the one that keeps your name and goods constantly before the people—people who want the goods you have for sale. It brings in enough in direct profits to pay for itself and leave its cumulative effect clear gain. Every prominent advertiser in the country uses the cars, but we want *every* advertiser to use them. Through our cars you can reach the homes and families of many of the largest and most prosperous cities in the country—five million and a half prospective purchasers. If you are interested, talk the matter over with us or write.

George Kissam & Company,
253 Broadway, New York.

NOTES.

MR. C. H. EDDY (New York) has been appointed Eastern representative of the Chicago *Evening Post*.

THE Publishers' Collection Agency (New York) sends out free a rule by which it is possible to measure advertisements in any size of type used.

Wake-Em-Up is the name of the newest "PRINTERS' INK baby." It is published monthly at Frankton, Ind., by the Smith Printing Co., at 25 cents a year.

M. M. ROTHCHILD, Times Building, Chicago, Ill., publishes a booklet which he says tells all about the follow up system, and offers to send it free to any one who is interested.

UNDER the name of "Fire Fancies" the Michigan Stove Company (Detroit) issues a brochure containing selections from the poets of emotions, amenities, etc., engendered by the firelight's glow.

THE Weaver Novelty Company, of Detroit, Mich., have an appropriation of \$50,000 for advertising their patent match safe that feeds one match at a time. Business will be placed direct.

H. BATTERMAN, Broadway and Graham avenue, Brooklyn, sends out a folder of suggestions in summer utilities for city and country homes. It contains a price list of summer articles likely to be in demand.

THE U. & G. Taylor Company, of Philadelphia, use a series of folders to advertise their Taylor old style tin roofing. They are 6½x9 inches in size, folded in the middle, of different colors, good stock, handsomely printed and strikingly displayed. The arguments are short, pertinent and convincing.

MADLENER'S Toast Book is a tastily arranged booklet containing twenty-four pages of extracts of poetry and sparkling sayings pertinent to the subject of wine and fair women. It is published by F. Madlener, importer of Rhine and Moselle Wines, 147 and 149 East Lake street, Chicago.

THE third annual meeting of the National Association Managers of Newspaper Circulation will take place in Buffalo June 17, 18 and 19. The beautiful Elks' Temple has been secured for the convention. Mr. J. L. Boeshaus, of the Columbus (O.) *State Journal*, is secretary and treasurer.

THE Chicago Horse Sale Company, Union Stock Yards, Chicago, sends out a folder that is well printed and contains a good deal of information for those who are prepared to buy and sell horses on commission. These catalogues for the fourth combination auction sale at Dexter Park Amphitheater will be mailed on application.

JAMES B. CLOW & SONS, manufacturers of cast iron pipe, valves, water-work supplies, steam and gas goods, etc., Chicago, submit a specimen set of mailing cards which they issue to the trade. The publishers assert that they are bringing nice returns. The cards are attractively arranged, illustrated,

generally treat one thing at a time supported by a good argument. Numbers and different colors also give them distinction.

THE child as an advertiser of a circus is the theme of an article in the *May Billboard*, in which the writer speaks of the interest taken in these shows by the little people, how they anticipate their coming, read all the literature advertising them, and of the wonderful advertising influence wielded by the little folk.

A STEP FORWARD is the title of a neat little booklet published by the advance department of the Bullock Electric Manufacturing Company, of Cincinnati, Ohio. It explains the advantages of the consolidation which this company has arranged with the Wagner Electric Manufacturing Company, of St. Louis.

A CONTEMPORARY tells the following particulars: He wore a straw hat and a linen duster, although the sky was gray and the wind cold. His eyes, looked through great goggles, and he carried a carpet bag of the vintage of 1848. On the bag were the words, "Looking for the great cigar sale at Broadway." When a reporter saw him, the countryman was far from Broadway. Men who saw him smiled, and bought their cigars in the nearest tobacco shop.

THE American Harrow Company, of Detroit, Mich., sends out an illustrated 48-page booklet, 3½x8½ inches in size, describing the various agricultural implements it manufactures. A few pages are devoted to the "American," a bicycle made by this firm. The booklet is well appointed but it never mentions a single price for the many things offered. The cover is adorned with the picture of a dusky maiden carrying a rake over her shoulder. The title of the booklet is "For the Land's Sake."

THE Kansas City division of the National Inventors' Association met at Justice Jenney's court room last night and discussed the advisability of having a circular printed containing a brief description of articles invented by members of the association. This circular would be sent to purchasing agents of all the railroads in the country and to other persons who might be interested. Action on the question was deferred until some future meeting.—*Kansas City (Mo.) Times*.

"WELCH'S Grape Juice, Nature's Finest Food and Drink," published by the Welch Grape Juice Company, of Westfield, N. Y., is a dainty illustrated booklet 3½x5½ inches in size. It speaks of the well known Welch products, their nutritious qualities as a food, drink—medicine for the healthy and the sick. It describes the process of growing, harvesting and pressing the Concord grape from which the juices are exclusively made. It contains recipes for punches and other beverages made from the Welch juices. The cover of the booklet is in colors, clusters of rich grapes and foliage making it very pretty. The Welch Grape Juice Company is offering prizes in gold to

druggists who use its juices at the soda water fountain, and give catchy names to the drinks thus produced.

"ELECTRICITY, a Twentieth Century Convenience," is the name of a brochure published by the Cincinnati Edison Electric Company, 109 East Fifth street, Cincinnati. It is prepared for those who wish to know of the advantages of electric light, principally, in the household. In this the publishers seem to have well succeeded. The story is interestingly written. The contents speak of electric lighting in the home and office. A number of splendid halftones illustrate the arguments. The brochure is $5\frac{1}{2} \times 8$ inches in size, fine in mechanical execution; the cover is a striking night scene printed in halftone with colors.

Among the excellent advertising specimens recently received from newspapers in their own behalf, the one of the Boston *Journal* deserves creditable mention. The *Journal's* effort is a handsomely appointed brochure $5\frac{1}{2} \times 8$ inches in size, excellently printed on heavy coated paper, and contains opinions and personal facsimile letters from prominent men endorsing the *Journal*, "the paper that pleases the people," as the letter of Admiral Geo. E. Belknap states it. Halftones of Admiral Belknap, Secretary of the Navy Long, Senators Hoar and Lodge and others make the publication attractive and interesting. The cover is of pale blue crepe paper, the binding with a silk cord.

A BILL has been introduced into the Massachusetts legislature to restrict and regulate the use of advertising signboards on land near or bordering on public parks and boulevards. The bill in text reads partly as follows: The board of park commissioners of any town or city shall have the power to regulate and determine the height and character of all fences erected on any land bordering on any public park, parkway or boulevard intrusted to their care, and to make such reasonable rules and regulations for the display of signs, posters or advertisements within two hundred feet from the boundary of such public park, parkway or boulevard intrusted to their care as they may deem necessary for preserving the objects for which such park, etc., is maintained. Such board shall give notice of all regulations made by them under authority of this act by posting them up in three or more public places in such city or town, and by publishing the same in some newspaper. If there be one, of the city or town in which such public park, etc., is situated. Such notice shall be deemed legal notice to all persons. Any person violating any such regulation shall be punished by a fine not exceeding twenty dollars for each offense; and any fence, sign, poster or advertisement erected or maintained in violation of such rules and regulations shall be deemed a public nuisance.

ACCURACY AND EXCELLENCE.

The more accurately your advertisements represent the goods you advertise, the better advertisements they are.

GOODS AT COST: AN ANSWER.

Questions about the big store and its methods are requested to be sent to John Wanamaker, and answers are published in the daily advertisements in the Philadelphia papers. A recent query and the reply given were as follows:

What is the reason you advertise to be selling so many goods at cost? How can we believe it to be true that any sensible merchant will do business and keep from bankrupt if he is really selling goods at cost?

Answering categorically—

1. When goods are advertised by us for sale at less than cost it is because the saying of anything else would be untrue.

2. Seven-eighths of the statements of sales under cost is because, for one reason or another, the manufacturer chooses to make the loss. These losses are parceled out among tens of thousands of manufacturers, and are only occasional with each of them.

3. If we made all these losses ourselves your criticism would be just—it would drive any merchant out of business.

4. Let us ask you a question, Mr. Inquirer. Do you think we would be your good servants if we were to mix up these special bargains with our other goods and let you take them at regular prices when we profess to be working in your interest as well as our own? You can trust us to take our own profit even when you get goods under the actual cost of producing them.—*Country Merchant.*

VARIETY OF SUPPLY LIMITED.

Advertising can do wonderful things, but it cannot supply brains, push or energy to the advertiser. He must have some of these elements himself.—*Knoxville (Tenn.) Tribune.*

INVEST ONE DOLLAR.

It will bring you an immediate return. We make linen crash, Russia grades, from the stalk of the flax plant, which the American flax-growers harvest and turn up, after thrashing out the seed-stump. For one dollar we will send you, prepaid, one dozen yards of seventeen inch crash, natural grey, the kind for which the housewife will pay, \$1.50 for use as towelling, a set of mounted specimens showing each step in the process of converting the waste flax straw into the cloth (a splendid object lesson), and further particulars of the most promising and safest investment in the market. Our handsomely illustrated booklet tells the whole story in word and picture. If you don't want the crash, send a postal for the booklet.

The National Flax Fiber Company,
25-29 Gahm Building, 161 Summer Street,
BOSTON, MASS.

FROM THE NEW ENGLAND MAGAZINE.

THE COUNTRY PAPER.

Amid the pile of papers
That swamp my desk each day
And drive me weak with clipping
And filing stuff away,
Comes once a week—on Thursday—
The quaint old four-page sheet
That's printed up in Pelham,
A drowsy county seat.

You see, 'twas up in Pelham
That first I saw the light,
And—well, my heart grows softer
And I feel my eyes shine bright;
Right reverent my touch is,
It spreads the columns wide,
The local's what I'm seeking—
No patented inside.

Ah, here it is: "The County,"
And "Jottings," "Local News"—
You learn who's traded horses
And who have rented pews;
It tells about the schoolhouse
Where we used to sit and dream,
Awaiting dust specks dancing
In the sunlight's shifty beam.

The sturdy names of boyhood
Come tumbling through our thought,
Of Tom and Brick and Patsey—
How we loved and how we fought.
The friends when years grew graver,
Called now beyond our ken,
In the type-lines of the paper
They live and speak again.

Oh, toilers in life's workshops,
Are not those dream-mists sweet,
Which memory casts about us
When past and present meet?
And so, I love that paper
From the village in the hills
For the old life that it wakens,
For the weariness it stills.
—Nathaniel S. Olds, in *Rochester Post-Express*.

ADDED.

The more work put on a halftone the better it looks, and the more it costs. Ten dollars' worth of extra work can be put on a ten dollar halftone, but for fine work such expense is necessary. Halftones can, in many cases, be materially improved by hand tooling, after the cut is finished in other respects. The cut goes to an expert workman, who goes over it as he would a wood cut and lines up portions of it to make it lighter, or burnishes other portions of it to make it darker. The effect is something like a wood cut. The method is largely used in fine illustration, and is largely responsible for the popularity of halftones for the higher grades of illustration.—*Mining and Scientific Press, San Francisco (Cal.)*.

OVERSTATEMENT.

Overstatement is not strength. It never gives strength, and it is never good for business. As a matter of fact, space which is used for exaggeration is space wasted. A clear, plain, modest, truthful statement of facts will do more business three times over. Get enthusiastic if you want to, but be reasonable about it, and see that the enthusiasm does not lead you into mild prevarication.—*Current Advertising*.

STORE WISDOM.

The best store is the one which has an intelligent head who does absolutely no detail work that he can hire anybody else to do.

In such a store are found the best bookkeepers, the best credit men, the best buyer in each department, the best window dresser, and the work of the best advertisement writer available.

Such a store becomes an aggregation of associated experts, each man doing the best he can the thing he can do best.—*St. Louis Grocer*.

QUESTION COLUMN.

Instituted for the purpose of disseminating information among the readers of PRINTERS' INK.

One man is anxious to buy certain things, but does not know where. His query is printed in this column.

Manufacturers and others who can supply the desired articles should address PRINTERS' INK, 10 Spruce street, New York, promptly, so that buyer and seller may be brought into communication.

No charge to either party for the service rendered.

Always use inquiry number when answering.

- 11.—WANT names of manufacturers or patentees of machines for folding and wrapping single newspapers.
- 12.—WHERE can we obtain adhesive medicated plaster in large quantities?
- 13.—WHERE can we procure a cheap process for recasting unused postal cards?
- 14.—WHERE can we get illustrated half prints?
- 15.—WANT names of parties who make a specialty of 1, 2, 3, 4, 5, 6, 7, 8 and 10-cent articles in notion, dry goods and furnishing lines.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 2 cents a line. Must be handed in one week in advance.

WANTS.

THE RECORD, Greenville, Ky. A vigorous 3-year-old; low rates; splendid service.

ADS for the DEMOCRAT, Greenup, Ky. Average circulation 6 mos., 1,908 copies weekly.

WANTED—Press work at from 25c. to 50c. per thousand impressions, according to size of form. GEM CITY, Ft. Madison, Iowa.

EDITOR and advertising solicitor wanted on CONFECTIONERS AND BAKERS' GAZETTE. Salary only. Write 125 Worth St., New York.

WILL invest \$2,000 with services in reliable newspaper, magazine, or publishing house, A. P. COX, 89 Joralemon St., Brooklyn, N. Y.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

WANTED—To purchase an article of merit adapted to a mail order business; must be useful, must be cheap. Address, with full particulars, Room 556, 11 Broadway, N. Y.

WANTED—Position as manager or editor of daily newspaper in town of 20,000 or more. Fourteen years' editorial experience; printer, liberally educated, sober. "C. N.," care of Printers' Ink.

A **DWRITER** wanted by a leading technical journal; should have experience in advertising and some knowledge of mechanics. Address at once, with qualifications, "W. D.," Printers' Ink.

WE want an experienced subscription agent in every city who knows how to handle canvassers. State experience and send references. "HILL-TIAN REVIEW," Subscription Department, Kalamazoo, Mich.

CIRCULATION and advertising increased. Experienced and successful man will work either or both in city, ten to fifty thousand. Main salary and percentage of results. Address "PUBL," care Printers' Ink.

OVER 600 newspaper men are registered with Fernald's Newspaper Men's Exchange. Over 85 per cent are already in positions, but seeking advancement. Our aim is the right man in the right place. 15 Cedar St., Springfield, Mass.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

CLOTHING manager and buyer of unusual abilities desires to make a change for the fall season. Can also take charge of furnishing goods and hats, understands advertising, windows, etc. Address, in strictest confidence, "B. M.," care Printers' Ink.

YOUNG man wanted possessing artistic ability in drawing strong, forceful sketches, suitable advertising illustrations. Must have the faculty to grasp given ideas correctly and be able to produce them with pen and ink. State age, education, experience if any, and salary wanted. Sketches, possibly from actual life, or others, must accompany application. Please address "ILLUSTRATOR," care P. O. Box 672, New York City.

SITUATIONS WANTED.

PROOFREADER, Greek, Latin, French, English. References. BOX 301, Albion, Ill.

COIN CARDS.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 565 Broadway, N. Y.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. GILL ENGRAVING CO., 140 Fifth Ave., New York.

SUPPLIES.

Gauge pins, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ADVERTISING FANS.

JAPANESE fans, with your ad neatly printed on, for \$11 per M; 5,000 for \$45. STANDARD PRINTING CO., Leesburg, Ind.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

SPECIAL REPRESENTATIVES.

L. A. COSTE AND MAXWELL, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

ADVERTISING INSTRUCTION.

"THOROUGHLY practical in its money-producing helpfulness," says the advertising manager of the Los Angeles Herald of the Course of Advertising Instruction. E. ST. ELMO LEWIS, 318 Walnut St., Phila.

HELP WANTED, MALE.

YOUNG men, learn illustrating, advertising, writing, bookkeeping, stenography or journalism by mail. Tuition payable 60 days after securing position paying \$15 weekly. Mention course in which interested. CORRESPONDENCE INSTITUTE OF AMERICA, Scranton, Pa.

NEWSPAPER FOR SALE.

THE DOYLESTOWN DEMOCRAT, Penna., only Democratic paper in Bucks Co. Established 1816. Complete plant, weekly and daily paper and job—the best. Unexcelled opportunity for newspaper man. The owners' company wish to retire. Address at once JAMES BARRETT, Treasurer, Doylestown, Pa.

ADDRESSING.

WE are thoroughly equipped for addressing large or small quantities of envelopes, wrappers, etc. We have the most reliable lists of names in all classes of trade. Detailed information in our booklet, where you can find what you want. It is yours for the asking. Revised monthly. F. D. BELKNAP, 290 Broadway, New York.

CARBON PAPER.

DON'T use that dirty, sticky stuff so often represented to you as a carbon paper when you can buy our Special Wax Typewriter Carbon. Manufactured under a new and exclusive steam process, insuring perfect results, a clear, clean copy that cannot smut. A carbon that will never dry out. Samples for stamp. Finest typewriter ribbons, any color, for any machine, 50 cents each. WHITEFIELD CARBON PAPER WORKS, Redbank, N. J.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, GEO. F. ROWELL, Irvington-on-Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

GOODS FOR MAIL ORDER TRADE.

MAIL ORDER MEN—We have the greatest selling and biggest money maker: The High-water Adjustable Trouser Cuffs, a simple device, converting long trousers quickly into a perfect-fitting short pants. In demand by every cyclist, hunter, equestrian, golfer, skater and ball player. 105,000 pairs sold in 1900 through mail order houses. Circulars and electros free. Write for free proposition to the sole manufacturers and patentees, L. J. SMITH & CO., 667 51st St., Chicago.

COLOR PLATE MAKER.

FRED K KIRSTEN, 170 Fulton St., N. Y., expert in making color plates for printing in books, catalogues, labels or newspapers.

PRICE LIST FOR JOB PRINTERS.

RAMALEY'S PRICE LIST FOR JOB PRINTERS
—fifth edition; single copies 75 cents; two for \$1. The best and cheapest estimator any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

PREMIUMS.

OUR BOOMERS are good for circulation. Let us help you. They are indispensable where circulation is not at the healthy mark. We are specialists in circulation maladies. THE M. P. & M. CO., 1439 2d Ave., N. Y.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700 p. ill'd list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

FULTON ENGRAVING CO.
Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

WE CUT COATS ACCORDING TO CLOTH. Give good half-tone for \$1, or the equivalent of your money in any class of engraving. STANDARD ENG. CO., INC., PHILADELPHIA.

MISCELLANEOUS.

44 MONEY making secrets and a year's sub. for 25c. THE NEW CENTURY, Waterville, Me.

WILL exchange space with weeklies and mail-order papers. INDEPENDENT, Grant, Mich.

A LIBERAL reward to publishers in any part of the world who will name a medium in which to advertise Blair's Ink-Making Fountain Pens and Fluid Pencils that will pay five per cent per annum on the outlay. Address BLAIR'S FOUNTAIN PEN CO., 163 Broadway, New York.

MORPHINE, opium, laudanum, cocaine and liquor habits permanently and painlessly cured at home. No detention from business; no inconvenience; action immediately; leaves system of patient in natural, healthy condition, without desire for drugs. Cure guaranteed for \$10. Write for particulars. DR. LONG CO., Atlanta, Ga. Reference: Capital City National Bank, Atlanta.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

AN exceptional opportunity for a practical, substantial printer. Modern plant, cost \$25,000 three years ago. Can be bought cheap on long time, one-third cash, rent free. \$1,000, high-class work, monthly, goes with office. New York City office. Address "B," care Printers' Ink.

A WELL-KNOWN New York ten-cent magazine, having a paid circulation of 30,000 and special advantages for increasing its circulation and advertising, can be bought for \$15,000. It seems to me to afford a splendid chance to build a circulation of 100,000 or more and a very satisfactory, profitable and valuable property. The owner is compelled to sell and the paper can be bought right.

I also have a class weekly which can be easily run by any good newspaper man, for \$5,000. A newspaper man who desires to locate in New York could hardly find a better opening. EMERSON P. HARRIS, 253 Broadway, New York.

LINOTYPE EQUIPMENT.

METAL Furnaces, Plug Cutters, Saw Tables, Ingot Moulds, Beveled Col. Rules. Send for cat. F. WESEL, M'FG. CO., 82 Fulton St., N. Y.

BANKRUPTCY BLANKS.

BANKRUPTCY BLANKS—Wholesale and retail. Uniform U. S. S. C. forms. Voluntary acts, §123. LAW REPORTER CO., Washington, D. C. Discounts to trade only.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising bulletin signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. JOHN DONNELLY & SONS, 7 Knapp St., Boston.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, let us select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SCUPPIN, 46 Beekman St., New York.

ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Comopolitan Magazine* Co., *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

BICYCLES and tricycle wag'ns. Factory to buyer. Write ROADSTER SHOPS, Camden, N. J.

THE warmest of all PRINTERS' INK babies is *THE AD-WRITER*, St. Louis. Ten cents brings sample copy. *World's Fair City*, 1903.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR SALE.

THE GUEYDAN NEWS, Gueydan, La., in the prosperous rice belt, for sale; \$1,200 cash.

BOUND File of PRINTERS' INK from first number up to date, \$151 cash. JAMES MADISON, P. O. Box 943, N. Y. City.

\$5,000 BUYS a Democratic weekly in county seat town in California. Will clear purchase price in two years. "D," care Printers' Ink.

RAMALEY'S PRICE LIST FOR JOB PRINTERS—fifth edition; single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

FOR SALE—Whole or part interest proprietary medicine business. Trade-mark registered. Remedy well known in Eastern N. Y. and Mass. Great seller. Sure money maker. Reason for selling lack of capital to advertise more extensively. Address P. O. Box 724, Pittsfield, Mass.

FOR SALE—All or part of two consolidated evening Republican papers, established in 1873 and 1876; perfecting press and two linotypes one year old. Exclusive Associated Press franchise, commanding 200,000 population within a radius of twenty-five miles. Mild climate; progressive community. Address "INVESTOR," 940 K St., N. W., Washington, D. C.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N.Y.

ADDRESSES.

BLUE BOOK, Santa Barbara City, 4,000 names, \$1. County 3,999 names (voters), \$2. EUGENE A. GRANT, Santa Barbara, Cal.

50,000 ADDRESSES of Indiana farmers. All new and up to date. \$1.50 per thousand postpaid. Cash with order. Address NEWS PRINTING CO., Birdseye, Indiana.

PROSPEROUS TEXAS—None so prosperous as Texas. New list names, 1,000, mostly farmers, Wise Co., Tex. Pop., 30,000. \$3, cash with order. TRINITY VALLEY HERALD, Bridgeport, Tex.

LOYD'S CITY DESPATCH, Addressing, Mailing and Delivery Agency, 16 Beekman St., New York. Established over half a century. Special lists in any classification of m'r's, jobbers, retailers, supply houses, residents, professions, individuals in any part of world. Write for catalogue.

NEWSPAPER BARGAINS.

\$9,000 BUYS a weekly and job property in Indiana. Pays \$3,000 profit a year. \$1,000 cash, with balance \$1,000 on easy terms, buys a reliable weekly business in a fast-growing town of 9,000 in New England.

\$1,600, one-half cash, buys a good weekly and job business in Virginia.

\$900 cash and \$1,000 on easy terms buys a weekly and job business in Oregon.

\$1,000 buys a weekly and job business in New York State paying over \$2,000 a year; \$2,500 cash—possibly a little less.

\$3,000 cash, balance on easy terms, buys a live, growing daily within 100 miles of New York City. \$3,000 or more cash, balance on proper terms, buys a good proposition in New Jersey.

Properties in Eastern and Western States—large and small. What do you want?

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties. 30 years' experience.

NEWSPAPER ADS SECURED.

IF you are a publisher, anxious to secure more advertisements for your paper, this may interest you. What is to follow is based upon a publisher's experience, coupled with a knowledge of the advertising and advertising agency business.

During the past few years the writer has secured some of the best advertisers in the country for a unique and original advertising medium by a unique and persistent system of personal letter writing, direct to the advertiser himself and to his advertising agent.

During that time have gathered and classified and card-indexed an immense amount of information about advertisers and their methods and times of placing business, through which agency each does it, and, what is even more important, the particular man in each firm and agency who has the particular business in charge.

I am prepared to adapt my plan to your paper without interfering with my own journals, and undertake a small service for you which will show big results.

Send a copy of your paper, and write me fully about its field and work and circulation.

I will prepare from my dates a list of 100 or 200 possible customers and a series of special personal letters, to be sent one each week to each advertiser on the list until an order is secured.

Will typewrite the letters ready for mailing if desired, and even attend to that from here if you furnish postage. If you are interested, address JAMES ROACH, P. O. Box 923, Philadelphia.

See advertisement of our journals, the Church Press Association, in this issue of PRINTERS' INK.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

PRINTERS.

WHEN you need office stationery send sample of what you are now using and let me quote prices. It will cost you nothing and will probably save you many dollars. High grade work at low grade prices. WILCOX, THE PRINTER, Milford, New York.

PRINTING—High-grade, artistic results. By reason of low rents and cheap living expenses, expert mechanics in this office can turn out neat office stationery and other printing for less money than elsewhere. Submit sample for estimate. POST, Middleburgh, Pa.

WE print an attractive, booklet, 8 pages, 3 1/2 x 5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

TYPEWRITER circulars, notehands, letter-heads, billheads, envelopes, pamphlets, booklets, circulars at bottom prices. Medicine co. work solicited. Send samples of what you want and we will quote you prices that will save you money. STANDARD PTC Co., Leesburg, Ind.

BOOKS.

JAMES MADISON, the well-known Vaudeville Writer, whose work has been highly indorsed by Tony Pastor, Sam Berners, Rogers Brothers, Press Eldridge, etc., has published a volume of his latest vaudeville hits, including Original Parodies, Monologues, Sketches, Afterpieces, Hebrew, Blackface and Irish Jokes, Funny Epitaphs, etc. Price one dollar per copy; worth \$500 to any professional or amateur entertainer. Postoffice box 948, New York City.

THREE ADS FOR ONE CENT.

The book of ready-made advertisements which we are selling at one dollar per copy contains over three hundred ads—more than three for a cent. They are all good examples of effective advertising and cover all lines of goods. Can be used as they are or easily adapted to any business. Valuable to the retail merchant and all others interested in advertising. Sent postpaid on receipt of price, \$1: GEORGE P. ROWELL & CO., 10 Spruce St., New York.

FIRST COME, FIRST SERVED!
FOR \$2.50.

Any one who advertises in or has dealings with newspapers and periodicals has a chance to secure now, at half price, a copy of the AMERICAN NEWSPAPER DIRECTORY FOR 1901, MARCH ISSUE. A complete catalogue of the Contemporaneous American Periodical Press and the recognized Authority on American Newspaper Statistics; over 1,400 pages; regular price five dollars. A limited number of this edition only is left over that can be had at the above reduced price. All of the other editions of 1900 were exhausted within the months of their respective issues. On receipt of \$2.50 the book will be sent free of express charges. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

940

940 BLOOMFIELD ST.,
HOBOKEN, N. J., May 10, 1901.
Messrs. Geo. P. Rowell & Co., 10 Spruce St., N. Y.:
DEAR SIRS—Thank you for your promptness in sending copy of "Ready-Made Advertisements." I have been much interested in the installments of them as they have appeared in the "Little Schoolmaster," and jumped at the chance of getting a compilation of them without mutilating my own file.

You have certainly selected a most desirable form and size for this little work. It is conveniently referred to, and the index I find very complete. Perhaps the most meritorious part, though, is the introduction. Its suggestions as to the steps by which good "ads" are built, the mediums for giving them publicity, and your hints of printers' secrets and general typographical effect must prove, I fancy, invaluable alike to recruit and veteran in the ranks of advertisers.

It should run through many editions. Very truly yours, W. M. C. W. DURAND.
The book of "Ready-Made Advertisements" contains 504 advertisements and will be sent to any address upon receipt of \$1.

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

ADVERTISING MEDIA.

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

To reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

1 INCH \$1—25,000 circulation guaranteed. **FARM AND HOME**, Homer, Mich.

NEWS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 6,800.

50 WORDS for 50c. 10,000 circulation guaranteed. **THE AM. MAGAZINE**, Homer, Mich.

MANUFACTURERS' JOURNAL; sample copy 10 cents. 200 Montague St., Brooklyn, N. Y.

To reach mail order buyers, try **PENNY MONTHLY**; 10c. a line; circ'n 25,000; Youngstown, O.

POST, Middleburgh, Pa., 2,000 circulation weekly, ten cents an inch, brings most satisfactory results.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

ADS for the **WESTERN SCOUT**, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

BEFORE buying or selling a farm read **FARM LOANS AND CITY BONDS**, 135 La Salle St., Chicago, Ill. Sample copy 10 cents; one year, \$1.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as **THE AD-WRITER**, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

THE **GEM CITY**, Ft. Madison, Iowa. Sworn average circulation during 1900, 585 daily; 1,327 weekly. Advertising rates: 5c. per inch daily; 10c. weekly.

To reach 850 thrifty farmers and townspeople weekly use the **Cumberland**, Ohio, **ECHO**. Rates are reasonable and advertisers' interests carefully guarded.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

BELGIAN hare culture is most profitable pastime. If interested, free sample **BELGIAN HARE NEWS**, Chicago, is very interesting; 10,000 circulation; greatest hare adv. medium.

THE **REVIEW**, Brady, Neb., four-page weekly. Only newspaper in eastern Lincoln County, a growing and prosperous farming country. Adv. rates reasonable. Send for sample copies.

THE **SENTINEL**, North Ontario, Cal., cir. 500, affords splendid adv. facilities. Prosperous community, large fruit industry, business lively. Population increasing rapidly, factories building.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

100,000 PROVEN; 20 cents flat. Special PATHFINDER June 1. Will reach every teacher at teachers' institutes. If interested in educational field, this is your chance, **THE PATHFINDER PUB. CO.**, Pathfinder, D. C.

KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 5 fol., pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PASSAIC CO. PRESS. Nine 8-page weekly suburban papers, 12 to 15 miles from New York City. Total circulation, 2,600. Classified ads, 5 lines, 50c. per month. Display advertising, \$1.50 per inch per month. Main office, 306 Main Street, Paterson, New Jersey.

THE **Wrightsville TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates, address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,406. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

OUR NEW POSSESSIONS" should be included in the territory covered by your advertising. "Our new people" are craving for your goods. Tell them what you have by advertising in our list of over five hundred newspapers of Cuba, Porto Rico, Mexico, Central and South America. Send for rates. **OPTIMUS & CO.**, 194 Broadway, New York.

THE **FREIE PRESSE**, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. The best equipped country printing establishment in the State. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

IT will pay you better to advertise in the **ADVERTISERS' GUIDE** than in any other paper. It is a paper whose circulation is made up of the bulk of the foreign advertisers of the United States, whose lists are clear of dead names, every copy sent out having a "request to return" printed upon it, enabling me to give the best of circulation to you for money received. Not how many copies but how good those sent to is our motto about circulation. Many papers have a circulation composed of persons who never place a line of foreign advertising. If this is the class you are appealing to they will do about as well as we can for you, but it is well to avoid the "house organs," who, under other names, advertise the articles you do and use page after page in doing so. With these you stand little chance of being repaid for your expense. What do we charge? \$18 a page, \$9 a half page, \$4.50 a quarter page, 10 cents a line. Cheaper than circulars and read for. Information. Information. Information to advertising receives prompt attention. Letters answered the same day as received, **STANLEY DAY**, New Market, New Jersey.

IMPOSING STONES.

IMPOSING Stones, best quality Pennsylvania slate imposing stones. Any size stone made to order. Write for prices. JOHN H. P. KEAT, Pen Argyl, Pa.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ADVERTISEMENT CONSTRUCTORS.

ARTHUR F. SWIFT, Omaha Building, Chicago. Mail order business only.

BEST houses use my ads. Write. H. L. GOODWIN, 46 Stanhope St., Boston.

W. M. WOODHOUSE, JR., Trenton, N. J., writes advertising that inspires confidence.

TRY a dollar's worth of Peterson's Pertinent Paragraphs. P. O. BOX 77, Buffalo, N. Y.

ADS that are short, sharp and sure winners. JED SCARBORO, 557 Halsey St., Brooklyn.

JINGLES for all purposes. Specialty of street car work. E. SHARP, 2109 Bainbridge, Phila.

MELVILLE E. TRUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

RETAILERS, add a mail order department. GEORGE K. CRAW, 115 Dearborn St., Chicago, Ill.

V. AL. STONE'S rhyme ads. Terse, witty, unforgettable. Specimens. 323 S. Main, Los Angeles.

HELM-C. DANIFL-111 Nassau St., N. Y. Estab. 1894. Pungent illustrations and flavored copy. \$2 up.

SEND \$3 for a two-inch single cut, specially designed for you. Short-cut for type. Just half regular price. C. B. PERKINS, 35 Globe Bldg., Boston, Mass.

AD and booklet building is my business. Booklets, \$1 per page—illustrated booklet, one cut to page, \$2 per page. E. G. HINES, 34 Garfield place, Cincinnati.

WICHTY Family Remedies advertising is our work. Samples free. M. P. GOULD CO., Bennett Bld., N. Y.

JUDGE the way we write booklets by the way we write Ads. We're better known by the latter. Send for rates. FRANKLIN ADVERT CO., 2338 N. 2nd St., Philadelphia.

"JACK THE JINGLER'S" best of fads in writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

IS your business running down? Perhaps it needs a tonic to build it up. Describe the symptoms to me, and I will supply the tonic. EDWIN S. KARNES, A, 347 E. 42d St., Chicago.

COPY for 8-page booklet, \$3.75; four trial ads, \$3; advice on any business subject, \$25; yearly service \$6 per month up, owing to amount of work. FRANK B. WILSON, Kenton, Ohio.

A BARGAIN for storekeepers. Ten original, business-bringing advertisements, to fit 4-inch space, for \$3 cash. Satisfaction guaranteed. STAR ADWRITERS, Star Bldg., Washington, D.C.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

WE offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotypes furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred territory, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

The following record of the number of classified advertisements that have appeared in PRINTERS' INK, week by week, from January 2nd to May 22nd, is interesting, as it shows how well PRINTERS' INK is thought of as an advertising medium. A glance at the many headings which appear under the classified advertisements indicates only in a measure the varied wants of the readers of PRINTERS' INK. We think they present an unusually strong argument for any one who has something to sell to business people, and we solicit such advertising with the firm belief that we can benefit the advertiser.

The cost for classified advertising is only 25 cents a line each time.

There is no better advertising or cheaper advertising to be had in the whole country. Address orders to

PRINTERS' INK, 10 Spruce St., New York.

SUMMARY:

Jan. 2, 1901.....	86	classified ads	Mar. 20, 1901.....	140	classified ads
" 9, ".....	86	" "	" 27, ".....	166	" "
" 16, ".....	84	" "	Apr. 3, ".....	139	" "
" 23, ".....	94	" "	" 10, ".....	133	" "
" 30, ".....	94	" "	" 17, ".....	137	" "
Feb. 6, ".....	106	" "	" 24, ".....	150	" "
" 13, ".....	122	" "	May 1, ".....	148	" "
" 20, ".....	118	" "	" 8, ".....	154	" "
" 27, ".....	109	" "	" 15, ".....	153	" "
Mar. 6, ".....	127	" "	" 22, ".....	161	" "
" 13, ".....	152	" "			

The Good Manners Of a Salesman

and clean, plain, well-fitting attire are some of the necessary points to make a good impression. A good impression is an opening wedge for a good argument.

Circulars, booklets, folders and advertisements are silent salesmen. Every above named point applies to them equally strong, if not stronger. Good paper, good printing, striking display and well written arguments make a business producing impression on the recipient.

We print circulars, booklets, folders and write and set up ads for advertisers everywhere. We warrant perfect execution in every detail. Our prices are fair and much cheaper than careless printing costs, for the latter is money thrown away.

One thousand 8-page booklets, $3\frac{1}{2} \times 5$, any color of ink, wire stitched, for \$10. 5,000 booklets for \$26. Send for free sample.

PRINTERS' INK PRESS,

10 Spruce Street,

New York.

The Nashville Banner's

Twentieth
Century
Record.

The BANNER, besides being the best, the newsiest and most popular paper in Nashville and Tennessee, enjoys the distinction of having more than double the circulation of any other Nashville daily. This is guaranteed to advertisers, and no charge will be made if untrue. The BANNER is the only Nashville daily that publishes statements of its circulation; in fact, the BANNER is

the only Nashville paper that can afford to tell the truth about its circulation. Its records are always open to inspection by advertisers. Circulation being the basis of value of advertising space in newspapers, and the BANNER having more than double the circulation of any other paper published in Nashville, of course it follows that the BANNER is the best advertising medium; that its space is more in demand and commands a higher price than any other paper. Here is the BANNER's Twentieth Century record:

CIRCULATION RECORD.

The BANNER'S Daily Average Sworn Circulation was for

1900.	1901.
January.....	January.....
February.....	February.....
March.....	March.....
April.....	April.....
Total.....	Total.....
Net Daily Increase for four months over last year, 741.	

ADVERTISING RECORD.

Comparative statement of the number of inches of paid advertising carried by the BANNER during the first four months of this and last year:

1900.	1901.	Increase.
January.....	January.....	2,003
February.....	February.....	2,551
March.....	March.....	3,657
April.....	April.....	4,035
Total.....	Total.....	12,246

A gain of 12,246 inches in four months, or more than 556 columns. This, the BANNER believes, breaks all records of any newspaper published anywhere in the South.

State of Tennessee, County of Davidson.

EDGAR M. FOSTER, Business Manager of the BANNER, appeared before me, and made oath that the above figures representing the circulation and advertising record of the BANNER are true to the best of his knowledge and belief.

Sworn and subscribed to before me this 9th day of May, 1901. (Signed) EDGAR M. FOSTER, ALONZO R. GRIGSBY, Notary Public.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate. Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because someone has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted, discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 29, 1901.

WHAT IS CIRCULATION.

The circulation of a newspaper is correctly stated by adding the number of complete copies of each separate issue printed during the entire year preceding the date of the statement and dividing the sum by the number of separate issues.

The number of complete copies printed, folded and prepared for distribution is the only number that can be absolutely known and definitely and truthfully stated. What is done with the copies has a bearing upon the question of the circulation. No newspaper prints copies without the intention of making some use of them. To print a surplus for the mere purpose of deceiving advertisers is too expensive. The same object may be achieved just as honestly by plain lying, which is cheaper. The difference between copies printed and copies sold is generally no more than five per cent, often much less, but sometimes as much as twenty or even ninety per cent. Just what the percentage is, when it can be known and stated, is information of much value to the advertiser who desires to form an opinion of the worth to him of a specified circulation.

ALMOST all merchandise divides naturally into two classes—staples and novelties. Prices of articles in the first class—flour, clothing, coal, kerosene—are continually fluctuating. People who buy them are interested in the latest quotation. In the second division the same principle holds good, for no one is going to try a new patent monkey wrench or soda cracker or lawn mower until he knows how much the experiment is going to cost. Moral: Print the price in somewhat larger and blacker type.

THE newest and one of the brightest "PRINTERS' INK babies" is called *Returns*, and is issued at one dollar a year monthly, by the Returns Publishing Company, of 27 Gay street, San Francisco, Cal. Harry A. Rodgers is editor. Advertising topics are discussed in an entertaining way.

THE American Newspaper Directory credits the Louisville (Ky.) *Post* with a circulation exceeding 4,000 copies. The publishers of the *Post* say that they print in the neighborhood of 28,000 copies, and that they make out reports of said circulation and furnish them to the American Newspaper Directory, and the Directory pays no attention to them. The editor of the Directory says that he never was able to get a circulation report of any sort from the Louisville *Post*. It is a pity that the publishers of the *Post* cannot control sufficient capital to register one of their circulation reports. If they could do this they would have the Directory man in a hole—perhaps. Meantime the Directory man has his opinion of the assertions made by the publishers of the Louisville *Post*.

INVESTMENT and financial advertisements have always had a style distinctly their own. Occasionally there has been an illustration of proposed improvements or other features, but for the most part there has been a certain sameness about all of them, flamboyant to a degree. In May Pearson's there is a full page advertisement of the Santa Maria Oil Company of California that is a decided departure from the usual ads of this character. Instead of a picture of imaginary improvements there is a fine halftone picture of an old man who looks like the average farmer with a little money to invest, just such a man as is often seen. His attitude and apparent exclamation, "I wouldn't 'resk' a cent on't!" at once attracts attention to the advertisement, which aims to indicate the foolishness underlying such an exclamation.

THE inquirer not "followed up" is likely to remain an inquirer.

THE directness of the results in mail order advertising is one of the factors that makes it so exceedingly attractive to that large and growing class who cannot be induced not to waste their substance in pursuing the false dreams of that great wealth which it is supposed to produce.

"THE trolley to Philadelphia has helped the newspapers of this section to a great deal of city advertising," said E. J. Blatherwick, a Woodbury (N. J.) publisher, to a PRINTERS' INK pupil. "Wanamaker, Lit, Snellenburg and a dozen other Philadelphia merchants have found the country papers located along the trolley lines centering in the cities are good propositions, so good, in fact, that it pays them to take extensive space; and since our own trolley was started the above firms have been compelled to put on delivery wagons to accommodate the trade the country papers have brought them. I find, too, that the big advertisers have found it well to spend a great deal of money along the trolley lines in signs and posters."

THE Young Men's Hebrew Association, Ninety-second street and Lexington avenue, an association built on much the same lines as the Y. M. C. A., found that in their new building the demands on their philanthropic and educational work necessitated a substantial increase in their income and have resorted to a clever scheme to gain new subscriptions. A nicely written letter inviting subscriptions is sent to a list of persons who would probably be interested in the association, and inclosed with it is a neat little book containing the names, addresses and amounts of those who have already subscribed. Each book is numbered and as soon as returned by one person is sent to another. There are several hundred of these books, and judging by the well known names in some of them and the amounts subscribed the idea is a great success.

MR. W. G. PIERSON, connected with a publication called the *Camera and Dark Room*, published in New York City, has a full page in this issue of PRINTERS' INK devoted to his views of newspaper circulations. It is headed "Necessary to Exaggerate," and is surrounded by a ruled border with black spots in the corners. The specified dark spots are supposed to illustrate cavities or fissures in Mr. Pierson's brain.

REFERRING to a paragraph in a recent issue of PRINTERS' INK, wherein it was stated that the *American Fertilizer*, a well-looking class paper published in Philadelphia, apparently admits that it does not have a circulation of a thousand copies, the *American Fertilizer* in its issue of May says:

The *American Fertilizer* admits that its circulation is not as large as some trade journals, as it covers a limited field, and that fact is well known to its patrons. It has no competitor, as there is no room for another such journal.

It will be noticed that the *American Fertilizer* still appears to admit that it does not have a circulation of a thousand copies. The question naturally suggests itself: Who ever said it had?

IN the March number of *Fame*, Mr. Ward's leading article was upon "The General Agency. Its Origin, Growth, Errors and Future." Mr. Ward gives the bulk of credit for originating the advertising agency to Geo. P. Rowell. He refers to Mr. Rowell's statement that in the early days he bought space at thirty cents an inch and sold it at one dollar. Mr. Ward claims that Mr. Rowell earned his 233 per cent profit because he originated methods. He also credits Mr. Rowell with the great success of the *American Newspaper Directory*, and suggests that the National Association of Advertising Agents should agree long enough to buy Mr. Rowell's directory, publish it officially and drop all others. He declares that in this way the advertising agents would accomplish something worth bragging about.—*The Newspaper World*, New York, May 11, 1901.

In the great Chicago Public Library, *Harper's Weekly* is called for by more readers than any other weekly, and *Harper's Magazine* by more readers than any other magazine, the *Century* coming second.

MRS. CARRIE NATION has a prototype in Worcester, Mass., who is at work editing some liquor ads in the street cars. The George F. Hewett Company advertises its business in the street cars, setting forth the merits of certain brands of punch and other stimulants. Each ad ends, "George F. Hewett Company, Sole Proprietors." The temperance advocate has been about in a large number of cars on various lines and with a lead pencil erased the word "Proprietors" and substituted "Killers," the ad now reading "Sole Killers." This is evidently intended as a pun on "Soul Killers." Who the volunteer agent is has not yet been discovered, but the writer is evidently working with some system, for the work appears on two different lines, in widely separated parts of the city.

Two articles in the *Mail Order Journal* for May treat of the advantages of St. Louis and Kansas City respectively for the conduct of a mail order business. In the first article the writer says that St. Louis has neglected her opportunities and is far behind as a mail order center, while Kansas City and other cities of the West are cornering the business. Her last chance to retrieve lost ground, says the writer, is offered by the coming Centennial Exposition, and her merchants are advised to organize mail order departments and make bids for the trade throughout the South, Middle and Northwest and East. The writer of the second article points out that Kansas City is an ideal location for such a business. He says there is less competition there because there are few such businesses already established, and that that city, because of its politics, affords room for some very large general merchandise mail order houses.

THEORIES don't cut any figure in advertising. Each advertiser must play his own game and judge for himself.—*Newspaper World*.

The trouble with most advertisers who fail is the lack of theories—they see and follow certain things or advertisements without any idea of the principles that underlie them and that make them a success.

SAMPLING as a medium for advertising certain remedies is often productive of excellent results. Thus A. Liebstadter, a dispensing chemist of 261 Eighth avenue, New York, manufactures a "Certain Remedy for Epilepsy," the sales of which have been produced principally from the effects obtained from the samples distributed. Mr. Liebstadter occasionally uses small advertisements telling of the samples in question, and in that way brings himself in contact with the people desired. These, finding the specimens doing all that is claimed, then become enthusiastic customers for the larger bottles.

PRINTERS' INK'S Boston correspondent sends the following interesting note:

While in the photograph studio of Elmer Chickering the other day, I noticed a number of copies of *PRINTERS' INK* lying on a desk. They had the appearance of being well thumbed, and I asked about them. I found that they were the property of Ivan M. Taylor, who looks after Mr. Chickering's advertising, and acts as his private secretary. Mr. Taylor said that he was a regular reader of *PRINTERS' INK*, although not a subscriber, buying instead a copy from week to week at a bookseller's, the only place in Boston where it is regularly sold. He said that he had obtained many helpful ideas from it, which he had put into practice in his work on Mr. Chickering's advertising, which is the most extensive of any photographer's in New England. The Chickering studio is one of the few who can be classed as a general advertiser, doing as it does an enormous business in pictures of celebrities, both by mail and at the studio. Mr. Taylor found the Little Schoolmaster's lessons of especial help in getting up a booklet descriptive of the Chickering business and studio methods, which is soon to be published and distributed by the thousand. In his opinion the advertising business, no matter what branch, requires just as much careful attention to detail and earnest, conscientious effort to bring a business man or an advertising manager to the top of the ladder as does any other business.

IN Lowell, Mass., there is a circulation controversy going on between the *Sun* and the *Citizen*. The *Sun* claims to print more copies than any other two Lowell papers combined. The *Citizen* claims something less. Just what is not easy to see, but it claims it. The editor of the American Newspaper Directory says that a definite and straightforward circulation statement is always forthcoming from the *Sun* and never from the *Citizen*. In the present controversy, therefore, PRINTERS' INK expects to see the *Sun* come out ahead. These papers ought to secure the services of the auditor of the American Advertisers' Association. If he goes there he will find out how many copies are printed and paid for of each paper and his report will be valuable and interesting, and one worth having and being guided by.

Collier's Weekly for May 18 contains a curious three column article, "The Kingdom and Riches of Life Insurance," by D. P. Kingsley, third vice-president of the New York Life Insurance Company. It is a careful and philosophical analysis of the history and social conditions of man from the beginning of time, and the few allusions to the insurance company it is primarily supposed to advertise are not enough in themselves to lessen interest in the article as a whole. The writer says that while we may not banish poverty it can be made a fault akin to crime. Referring to his company, he says that their method is co-operation through life insurance. "A co-operation as wide as the world, as deep as time and as tender as love. A co-operation of the people, by the people, for the people. A co-operation of this generation with the previous generation and with all generations to come." If set in larger type than that in which it was published, and made into a little booklet, it would make an excellent advertisement and probably would be preserved. At present it is set in such abominably small type as to make reading it extreme labor for the eyes.

THE best media occasionally become the worst—for a certain article.

THE opinions expressed by the contributors to PRINTERS' INK are not necessarily the views of the Little Schoolmaster himself. What is desired in these columns is the broadest discussion—the expression of all manner of views. It is only by sifting these that one may arrive at logical conclusions. The writings of dunderpates offer a convenient wall against which to contrast the sayings of the Solomons in the advertising world.

THE N. K. Fairbank Company, of Chicago, have arranged an advertising plan whereby both the Fairbank people and *Harper's Bazar* are to benefit. The former have arranged with Mrs. Emma Ewing, a cooking authority, to prepare a series of cooking lessons which can be taught by mail. These lessons, it is claimed, cover the whole range of sensible, practical, home cooking. To insure them falling into the hands of those who will appreciate them, the nominal fee of fifty cents is asked to enroll a student for the entire course. This includes the immediate forwarding of the lessons which have already been prepared. With these lessons will be included a certificate entitling all students completing the course to a subscription to *Harper's Bazar* one year free. In this publication each month Mrs. Ewing will answer inquiries from students. "This is a remarkable opportunity," say the advertisers, "and there is no way by which fifty cents will go so far in acquiring a knowledge of cooking with the subscription to the well known *Harper's Bazar* without any further expense after the cooking course is completed." The plan is advertised in a number of women's magazines. It appears to be an advertising idea by which the reader will become acquainted with the excellence of the Fairbank products and of the Harper publication at a single throw. As a circulation scheme for the *Bazar*, it probably possesses good advantages.

HEADED by an automobile and a full brass band, twelve large trucks, each drawn by four gaily caparisoned mettlesome horses, each truck piled high with packing cases decorated with flags, streamers and posters, descended Broadway Wednesday, May 15, and gave an imitation circus parade. Large streamers announced the fact that it was a shipment of two million John Drew Cigars to a firm with stores in Toledo, O., and Chicago—the largest single shipment of the kind ever made.

THE San Francisco (Cal.) *Examiner* issues a booklet entitled "Do You Know?" in which it sets forth the advantages of San Francisco and the progress it has made in the commercial world. The booklet is one chiefly of comparisons; for instance, in talking about San Francisco as a financial center it says that the deposits in nine savings banks in San Francisco amounted in 1900 to \$134,498,941, while that of forty-four savings banks in other parts of the State aggregated only \$45,510,762. The same comparisons are made with the commercial and national banks, and the foreign commerce—exports and imports—of the city are compared with that of all other coast towns combined, that of San Francisco being much larger. The amount of money in the United States Treasury at San Francisco at the close of 1900 is given and the international revenue collections and bank clearings for 1900 are compared with those for 1899, showing a large gain for both. The booklet talks about the line of steamers running from the city to South America, compares the exports of wine, wheat and barley with that of the whole country, and in other ways demonstrates that San Francisco is one of the foremost cities of the United States. The publishers claim that the daily, weekly and Sunday issues of the *Examiner* have the largest circulation of any paper west of Chicago and that its circulation exceeds the combined output of any two papers printed on the Pacific Coast.

THE *Mail Order Journal* (Chicago) says that the family of "PRINTERS' INK babies" has become so prolific that even a prize Belgian hare buck would be ashamed to call them all his own.

THE *American Callityper* is the name of a new and unique paper which the publisher, Jacob Backes, 78 Bible House, New York, hopes will educate typewriters, authors and others to be their own printers. The first number of the paper is an odd-looking affair, and, according to the author's statement, was composed on an ordinary typewriter in a room where the machine divided space honors with gas stove and refrigerator. The copy for the first issue was written out on the typewriter and reduced by photo-engraving. Plates were then made and from these the paper was printed. The publisher says that any one with a typewriter can do the work, as it is all a matter of ratio and proportion. All of the pages in the first issue were composed without changing a single character on the machine; but by making the original writing of the pages systematically wider and longer than the sizes in which they were printed, and by making certain degrees of reduction in the line engraving, different sizes of type were secured corresponding to the regular typographical "point" gradations. The author claims that by a combination of callitypy, as he designates the new process, good pen work and line engraving, any one can get out what is wanted more artistically, economically and individualizedly than by any other method of typography or linotype. He says he expects that in the same way that people in olden days gradually learned to write their own letters and thus do away with the necessity of hiring a professional letter writer, that the people of to-day will gradually learn to do their own printing if they follow his system. The United Typewriter and Supplies Company, 316 Broadway, has a display in its windows of the original copy and plates of the first issue of this peculiar paper.

LUM SMITH, of the Men of Letters Company, 595 Broadway, New York, claims to have a system whereby no one can sublet his letters in violation of agreement without his being able to detect and expose the imposition. Mr. Smith says it took the greater part of a year to perfect his present system and he says it is absolutely accurate. He decoys or dummies all letters rented, and in this way can determine if any but the original lessee is using the letters. For instance: A lot of letters is rented to a Mr. Brown. Among them are several keyed decoys with postoffice addresses in various parts of the country. When Mr. Brown sends out his circulars one goes to the decoy name and is in return received by the Men of Letters Company, duly noted and checked in a tabulated book. Now, if Mr. Brown was to sub-rent these letters, say to a Mr. Green, the Men of Letters Company would also receive his circulars and know at once that they had been defrauded by Brown. The same name is never used twice, and by a careful inspection and follow up system those who repudiate their obligations are easily discovered. The same rule works both ways. When the Men of Letters Company are offered letters for purchase and the owner claims they have never been copied, the company refers to its check book and claims to be able readily to ascertain whether the owner is telling the truth or not. The rule in this case is almost a complete reversal of the first one. All advertisements that appear in the various papers throughout the country having a possible bearing on the Men of Letters company's work are answered in a keyed name same as in the renting system. When circulars or printed matter is received from the firms advertising, a check mark with the date is placed against their name. If any matter should come from another firm to the same name its name is also entered and the particulars noted. Thus it becomes an easy matter to refer to the advertisement of the man offering the letters for sale and then to the

check book and in a short time tell whether the party is truthful or not, whether the letters have ever been copied. Mr. Smith says he has had trouble with firms who violated their agreement and rented his letters to others.

AN American merchant wishing to circulate circulars in the Russian language in Russia must address a petition to Count Alexander Mouravieff, chief of the central committee of foreign censorship, asking for permission to admit same in Russia. Revenue stamps to the value of 1.60 rubles or 84 cents in American money must be affixed to this request.

AN ENGRAVERS' JOURNAL.

136 Gorgas Lane,
GERMANTOWN, Pa., May 17, 1901.
Editor of PRINTERS' INK:
Will you kindly inform me whether any engravers' trade papers exist, and if so where I could obtain same, and oblige, Yours respectfully,
GEO. HEMMING.

The only publication directly so devoted is the *Engraver and Electrotyper*, a bi-monthly published by William Hughes, 7134 Wentworth avenue, Chicago, Ill., at \$1 a year. Its circulation is estimated by the American Newspaper Directory at less than 1,000 per issue.—[EDITOR PRINTERS' INK.]

COTTON, WOOL AND KNITTING JOURNALS.

MANITOWOC, Wis., May 12, 1901.
Editor of PRINTERS' INK:
Would you please favor me with addresses of several "knitting journals" and *Cotton and Wool Reporter*, and oblige your subscribers to PRINTERS' INK.
W. S. BREMER.
P. S.—PRINTERS' INK is fine—educating.

The *American Wool and Cotton Reporter* is published every week at Boston, Mass., and is credited, by the American Newspaper Directory, with a circulation of G, meaning an estimate of exceeding 4,000 copies. The *American Knit Goods Review* is a monthly published at 47 Broad street, New York City, and is credited by the American Newspaper Directory with a "J K L rating," meaning an estimated circulation of less than 1,000 copies per month.

MUSIC AND MUSICIANS.

28 Maryland Ave., S. W.,
Washington, D. C.

Editor of PRINTERS' INK:

Can you give me any advice through your paper as to the best mode of advertising musical compositions and musicians? Very truly yours,

BERENICE THOMPSON,
(Mrs. C. W. Thompson.)

The New York *Clipper*, *Dramatic Mirror*, *Musical Courier*, *White Rat* and similar publications carry advertisements of new songs, usually with a notice to the effect that copies will be sent free to professionals on receipt of their card. This notice brings many inquiries from singers who are on the lookout for new material, and sometimes a great hit is made in this way. Many songs have been introduced and popularized by being sung by professionals at the vaudeville theaters. When one singer makes a hit with a song others in the business want to duplicate his success and the work of advertising then becomes comparatively easy.

Unless it be something classical the majority of songs depend upon the ordinary everyday people for their popularity.

Street pianos are great factors in popularizing songs, but unless the name be already known there is no means of knowing what is being played except by asking the Italian who grinds out the airs, and then his answer is usually incomprehensible. In this connection it would not be amiss to suggest that music publishers, or dealers, rent space on these pianos and have a card telling the name of the different pieces and informing the public that the words and music may be obtained at such a place for so much.

Several papers in the large cities run business announcements of musicians. Some of them have in addition a department of music and musicians, musical notes, criticism or something similar. The alert composer would do well to keep these papers informed of his or her doings, engagements and in fact anything connected with themselves that would tend to keep their name before the public.

Many musicians catering to the

wealthy classes send out handsome announcements on wedding stationery to a list of selected names taken from the blue book in their city, calling attention to the fact that they furnish music for all occasions.

While on this subject it may not be inappropriate to mention that Ossip Gabrilovitch, the young Russian pianist who recently visited this country, had himself advertised by having his photographs and dates hung in the windows of druggists, grocers and other retailers. How much this advertising increased the number who came to appreciate his skill, remains an unsolved advertising problem.—[ED. PRINTERS' INK.]

WHEN the circulation is known, the matter of next greatest interest to an advertiser is the subscription price. With these and a copy of the paper before him, it is comparatively easy to estimate the probable advertising value of the medium.

Chat is the name of a monthly magazine published by Cannon-Wampold & Co., wholesale clothiers, of Chicago, Ill. The issue to hand is a special semi-annual style number containing fifty-two pages and cover, 3 15-16x6 7-8 inches. Ten beautiful halftones showing various styles of their manufacture are scattered through the book; also some valuable information about the care of clothing. The first four pages talk about the firm's lines for 1901-02, and seven pages are devoted to a price list. The remainder of the book contains short items both instructive and amusing. *Chat* is not sold, but is sent free prepaid to any person of whom there exists a chance of interesting.

THE FACE OF A CHILD.

One never tires of looking at the face of a lovely child—a pretty little girl or cherub-like boy—and an advertiser might effectively use a picture of a child, running the same one through a series of advertisements and showing it in varied positions and attributes. In a short time the portrait of the child would become identified with the advertising it accompanied and the individuality of the child would lend itself to the advertising in a desirable way.—*Advertisor.*

MR. WILDMAN ON ADVERTISING IN CHINA.

By Sam E. Whitmire.

In 1887 I worked for a while with Mr. Rounseville Wildman on the Rome (Ga.) *Tribune*. Shortly after he was appointed consul-general at Hong-Kong, China, I had occasion to write to him for some advice about the placing of some advertising in China, and frequently during his stay in that country he sent me matter touching on the subject of advertising. The last batch of facts sent to me by Mr. Wildman is dated "Hong-Kong, December 22, 1900," and in a letter sent along with a lot of printed matter, he says:

"When I get to America I will endeavor to give the advertisers there some pointers that will save them much trouble and expense." But poor Mr. Wildman! In less than a month after he wrote this, he and his family were lost in the sinking of the Pacific Mail Steamship "Rio de Janeiro" in the harbor at San Francisco. From his last two letters to me I have culled these paragraphs that will interest advertisers:

"My office is constantly in receipt of great bunches of catalogues, booklets, etc., advertising American harvesting machinery—reapers, mowers, horse rakes, etc., for which there is no market in Southern China, consequently all of the money spent for printing and postage on such matter is wasted. I have also been deluged with letters and bundles of advertising matter about gang plows, seed drills, harrows, cultivators, traction engines, etc. There is no sale for these goods in this country. Since the close of the Paris exposition almost every firm in the United States making agricultural tools and machinery, which was represented at the exposition, has kept my mail flooded with letters and marked newspapers and trade papers telling of the awards their particular goods had received at Paris. While these statements are all very interesting to me as an American—I carry them home and read them nights—they are of

no value to the senders, as I cannot use them to their advantage.

"I would advise American advertisers to make a careful study of each foreign country before trying to cover it with an advertising campaign. It is easy enough to ascertain the facts as to whether or not there is a possible market for goods in any particular field before one cent is expended. Here in China I see evidences of money being wasted by American advertisers on every side. This is because they go it blind without first studying the field.

"To manufacturers of farming machinery I'll say that the land here is divided into small holdings ranging from one to ten acres. Every available inch is under cultivation. The planting and reaping is done by hand. The natives know nothing of machinery. Where plows are used they are home-made, and are as primitive as those of biblical times. The peasantry live at the rate of two to five cents a day. If they could afford to buy modern American farming machinery there would be no room to use it. The Chinaman considers threshing machines too wasteful, and he'll never be induced to use them. The grain is trod and whipped out.

"The advertisement of engines and machinery to be pulled by steam will have no effect here. As the country is mostly flat, there is no way to utilize water power. Steam is an impossibility, fuel being one of the most expensive Chinese luxuries.

"It is useless to mail catalogues, booklets and trade papers to China devoted to the carriage and harness industry. In all of Hong-Kong there are but three carriages and one hearse, and all efforts of American manufacturers in this line will prove valueless. I would advise these manufacturers to turn their attention to Manila, which is alive with carriages of every description. The demand will increase from year to year, because the roads are being improved.

"As long as labor has almost no value and flesh and blood is the cheapest thing on the market, I advise all American advertisers

not to waste good printed matter and postage stamps on so impossible a field."

Mr. Wildman wrote that he received from 200 to 300 American trade papers every month, and that he read nearly every one of them. PRINTERS' INK was a regular visitor to the Hong-Kong consulate, and Mr. Wildman said it came nearer filling the place of a letter from home every time, than any other mail he received.

"FIVE ACRES ENOUGH."

By Frank A. Heywood.

Gilbert & O'Callaghan, of Philadelphia, are among the leaders in the small-farms-on-installments business. "Perhaps you will notice," says Mr. Gilbert, "that the classified real estate columns in the city dailies are the favorites with all of the real estate men dealing in farms on the installment plan. The reason for this is because they have found that the working class in the large cities has an itching to get 'back to the ground.' The masses read the classified columns when this stage of feeling comes and they are the only people we care to follow up."

"Our ads seldom exceed five lines," says Mr. O'Callaghan. "Inserted in one hundred Sunday papers at a cost of \$40 they will return about three hundred answers. We use booklets and circulars and wear out a great many typewriter ribbons answering queries about our instalment farms. All printed matter is condensed and is addressed particularly to those who will improve the land and make the whole section more valuable by going to live on it. We do not care for, neither do we expect the patronage of speculators. The increase in values of farming lands are not pronounced enough for those people."


"A point we make," says Mr. Gilbert, "is the proximity of our lands to Philadelphia and Atlantic City. This is important, for oftentimes a settler may wish to furnish a city market with truck, or he may have an opportunity to prosecute his trade in the city during the dull farming months."

OLD TIMES IN WESTCHESTER COUNTY.

A copy of the Westchester *Spy*, one of the earliest newspapers published in Westchester County, has just been found among the effects of Benjamin Seacord, a descendant of the Huguenots who founded New Rochelle, says the *New York Tribune*. The paper was printed in White Plains, and bears the date of November 30, 1830. At that time but two newspapers in the county had antedated it. One of them was the *Somers Museum*, and the other a paper published in Bedford. The columns of the *Spy* are filled principally with the advertisements of country merchants of White Plains, New Rochelle and Sawpits (Port Chester), which were the commercial centers of the county. According to one of these advertisements there were then two stage lines in operation between White Plains and New York—one the fast Danbury mail stage and the other meeting the steamboat "Linneus" at New Rochelle. Another advertisement announces a four-horse stage, just established, between Bedford, New Castle, Mile Square, Robbins' Mills and White Plains, to New York every Tuesday and Friday, returning on Wednesdays and Saturdays. "As an evidence of good public feeling," says the management, "on our first trip we had nineteen passengers, besides as many more who were left for want of seats." People living in the towns on the Hudson River traveled mostly by steamboats. Capt. Bailly announced that the "new and elegant low pressure steamboat 'John Jay'" would make trips from New York every day, touching at Yonkers, Tarrytown and Sing Sing.—*National Advertiser*.

READING MATTER ADS.

Readers are set in different types at varying prices, but are always without display of any sort except that a heading is generally allowed in a black-faced type of small size. The price varies according to the position in the paper, being highest on the editorial page, if allowed there at all; they also cost more if set in the reading matter type of the paper. In a general way, the rate is two or three times as much per line as for display space in the same publication.—*Pacific Coast Advertising*.



For Morning, Noon and Night.

Eat Granola and Live.

Live well and be well while you live.

Not a paucy harsh, ained frost - but an appetizing, delicious food for big, strong men and little babies.

BATTLE CREEK SANITARIUM AND CO.
BATTLE CREEK, MICH.

A PRETTY EFFECT.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

San Francisco (Cal.) *Evening Post* (1).—The *Evening Post* has been established for more than thirty years. Its constantly growing circulation is among well-to-do families and business men in San Francisco and in the small cities and towns. The *Post* has, during 1900, expended more than \$150,000 for new presses and other machinery, and now has one of the largest and best equipped newspaper plants west of Chicago.

San Francisco (Cal.) *Overland Monthly* (1).—Goes into thousands of homes that Eastern magazines never enter.

COLORADO.

Denver (Colo.) *Mecca* (1).—Devoted to the best interests of Colorado. Special articles on noted Western people and on grand local scenery. Republican in politics; untainted by Populism. Not a large circulation, but a choice one in Colorado and elsewhere. Has a psychic department.

Leadville (Colo.) *News Reporter* (1).—In a mining camp the people are the population fifty to one against the wealthy classes. In Leadville, Colorado, the population is 18,000, of whom 17,500 are working people. The daily and Sunday *News Reporter* is the people's paper. It gives all the news, advocates their interests and is popular with them. Its influence is strong enough to carry elections, disrupt political parties, dismantle politicians of power and influence and relegate them to the side street of obscurity. A paper of that standing is always the best advertising medium in its community. It's the oldest evening paper in the camp; it plays no favorites, dares to give all the news, and has twice the circulation of any other paper in Leadville.

CONNECTICUT.

New Haven (Conn.) *Register* (1).—The *Register* in 1901 is reaching over 12,000 of the solidest families in New Haven—the class that has money to spend. If the average family of say five people spent only \$1,200 a year, the total spending would be \$15,000 annually. But they spend much more. They take no other evening paper regularly, and only a bare fraction see a New Haven morning paper at all. These 12,000 families can only be reached by advertising in the New Haven *Register*.

DISTRICT OF COLUMBIA.

Washington (D. C.) *American Inventor* (1).—For certain classes of business the *American Inventor* has no equal or competitor as an advertising medium. It reaches the manufacturer, the capitalist, the promoter, the architect, the contractor (government and private) and the inventor.

Washington (D. C.) *Post* (1).—When the pages of the Washington *Post* are used the advertiser reaches people of intelligence and thrift, who are ready to pay a good price for a good article. Washington's population of

270,000 is divided into 180,000 whites, and 90,000 colored. The *Post* being a high-priced paper, reaches a small percentage of the latter. The President of the United States reads the *Post*, six copies being delivered at the White House every day. Eight cabinet officers are served with twelve papers; every supreme and federal judge, every one of the eighty-eight senators and three hundred and fifty-three out of three hundred and fifty-seven members of congress are subscribers to the *Post*. Every assistant secretary, every head of a department, every bureau chief clerk, every commissioner, over four hundred in all, has this newspaper delivered to him every morning. Ninety per cent of the professions in the capital city are daily readers of the *Post*. The Sunday *Post* goes into 90 per cent of the white homes of Washington. No city in the United States is the equal of Washington in the proportionate buying capacity of its population. Other cities have large numbers of rich people, and then an overwhelming predominance of wage-earning people. Washington not only has a very large number of people of wealth, but the largest part of its population is composed of people who have ample and steady incomes from the government, and spend money freely for the comforts, luxuries and refinements of life.

FLORIDA.

Jacksonville (Fla.) *Metropolis* (3).—During the week ending Saturday last the *Metropolis* printed 106 columns of advertising. This was 3,920 inches, or 54,880 lines agate measurement. The *Metropolis* appreciates this goodwill of the business public. We do not believe that all these good business people would advertise in this paper and pay us their good, hard money unless they felt that they were getting a return for the investment. It is the very best indorsement of the circulation of this newspaper. The large advertising patronage is a sure sign of the fact that a tremendous lot of people read this paper daily. Advertising—circulation. Circulation—advertising. They go together. Our circulation is an open book, and any one who wants to know about it will be furnished every facility in this office for getting the information.

GEORGIA.

Atlanta (Ga.) *News* (3).—Something less than five months ago the Atlanta *Daily News* began business with a capital of \$50,000 and an equipment which the owners thought would be ample for at least a year. The paper met with a flattering reception from the public, circulation grew rapidly, and the advertising patronage was phenomenal. The business has grown steadily, and the public has manifested its cordial appreciation of the *News* in many ways. Some time ago the owners of this paper saw that it would be necessary to largely increase its mechanical equipment in order to keep pace with the rapidly increasing circulation. After careful consideration it was decided to increase the capital stock and add largely to the plant. Action looking to that end was taken to-day, and the capital stock will be increased from

\$50,000 to \$75,000. The additional \$25,000 has been subscribed for by Messrs. Alex. C. King and J. J. Spalding, of this city. This leaves the present owners of the paper with a majority of the stock, and no change in the organization, management or policy is contemplated. The mechanical equipment will be increased by the addition of a perfecting press of large capacity, which will enable the *News* to supply the heavy demand for the paper. It is hardly necessary to add that the *News* will endeavor, by methods similar to those employed in the past, to retain and largely increase the remarkable patronage which it has enjoyed. This paper has filled a distinct field in Southern journalism largely created by its own enterprise, but made possible by conditions demanding a clean, free and independent newspaper.

ILLINOIS.

Chicago (Ill.) *Chronicle* (1).—In Chicago not only is the *Chronicle* the chief Democratic journal. It occupies a commanding position throughout the Great West, where it is the favorite of that large element which is opposed to Republican policies. Its numerical circulation is large and of good character, and it admittedly exceeds that of all Western Democratic journals.

Oak Park (Ill.) *Star Monthly* (1).—We avoid all circus methods—special editions. We make no extravagant claims. We simply speak earnestly because we know. Our paper pays. No one ever heard a bad report about our paper. Its record is and always has been good. Copies and literature to any one applying.

Quincy (Ill.) *Reliable Poultry Journal* (2).—As the *Reliable Poultry Journal* is far and away the foremost poultry paper of the country, it affords the best advertising medium through which to reach this class of buyers, and, circulation considered, our rates are lower than any other medium of its kind.

INDIANA.

Hammond (Ind.) *Republican* (1).—The Hammond *Daily Republican* circulates in 100 Indiana towns. Circulation 3,500. Official paper of city and county.

Logansport (Ind.) *Reporter* (1).—Is housed in its own two-story building, and is the only paper in Logansport printed on a Cox duplex perfecting press. The advertising rates may be a trifle higher than other local dailies, but patrons concede that the *Reporter* circulation is more than the combined lists of its contemporaries.

KENTUCKY.

Louisville (Ky.) *Dispatch* (1).—The morning paper in Louisville that is up to date and making the most rapid strides in popularity among the people is the *Dispatch*. It is the only Kentucky newspaper that dares to print all the news. It is independent, aggressive, vigorous, bright and popular. It is read by more people than any other morning newspaper published in Kentucky. Don't forget this fact, if you advertise in Louisville. Affidavit of circulation furnished.

MASSACHUSETTS.

Boston (Mass.) *National Magazine* (1).—Is one of the few strictly non-returnable publications. Every copy printed, with the exception of sample and file copies, goes to some one who wants it—who pays for it. None comes back from any source. That means net circulation.

Boston (Mass.) *Traveler* (1).—It covers the entire field with the largest evening circulation

in New England. Its advertising patronage leads that of all the other dailies. Five daily editions contain such features as dramatic page, woman's department, sporting page, financial page, half-tone cuts on Saturday, an entire page devoted to little folks. Leads in home circulation.

Lowell (Mass.) *Citizen and Courier* (1).—The *Morning Citizen*, with a morning distribution of more than 10,000 copies; the *Daily Courier*, with its high-class home circulation of 25,000 each evening, and the *Weekly Journal*, with its county patronage from 3,800 intelligent clients. Either separately or together they make the strongest, most reliable and most valuable mediums through which to reach the buyers of this section.

Lowell (Mass.) *Telegram* (1).—Carries more home advertising than can be found in any two other Lowell papers combined. Its advertisers are among the best and most reliable firms in the city, and there is but one reason why they use the *Telegram's* columns more than those of any other paper, and that is because they pay best. There are many cases with which the local merchants are familiar where an advertisement in the *Telegram* has produced more returns and greater results than nearly all the dailies combined, and there is one case where the *Telegram* sold six times as many goods as the two evening papers combined.

Worcester (Mass.) *Gazette* (1).—Is the only two-cent evening paper in Worcester, and it has first position in the evening field. Second to no paper in Worcester in fraternal society news, "social and personal" gossip. It is the "home" paper of Worcester. It is sometimes asserted that one paper in the home is of more value than three outside. If this be true—even to a much less proportion—the *Gazette* is, by far, the best advertising medium in Worcester.

MICHIGAN.

Detroit (Mich.) *News and Tribune* (1).—The *Detroit News* (evening) and *Tribune* (morning) (combined)—all advertising appears in both papers) cover Michigan thoroughly. Average circulation over 75,000 daily, by far in excess of all other Detroit papers combined. The *News-Tribune* leads on Sundays—circulation over 44,000. The most searching investigation of circulation books and records invited at all times.

Detroit (Mich.) *To-Day* (1).—Is the only penny evening paper published in Detroit. The circulation books contained over 12,000 actual bona fide subscriptions before the first paper was printed, showing the great popular demand for a one-cent paper in this vicinity. The average daily circulation for the twelve weeks ending December 28, 1900, was 24,879, and its continual steady, healthy growth will, no doubt, nearly double this within the coming year. No contests or schemes used to pad, nor is the circulation padded in any way. It is widely read by all classes. It appeals to an intelligent and worthy citizenship, which appreciates its excellence as a newspaper and its firmness in discussion. Its influence is wholesome, as its methods are enterprising, clean and honest. Its watchword is: "Nothing but news and an opinion or two." All the latest news of the day, given in short, terse items, and being set in a nice, clean brier type, not only makes *To-Day* the most popular paper in Detroit, but fills a long-felt want in this community.

MINNESOTA.

St. Paul (Minn.) *Globe* (1).—Sworn average circulation for February, 1901, 18,014. The *Globe* invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records, and to visit its press and mailing departments to check and keep tab on

the number of papers printed and disposition made of same. Williams & Lawrence, 87 Washington St., Chicago, Western representatives; Charles H. Eddy, 10 Spruce St., New York, Eastern representative.

Winona (Minn.) *Farmer, Field and Stockman* (1).—The homes of 36,000 prosperous farmers and stock raisers and dairymen living in the most prosperous mail-order section of the country (the Northwest) can be reached through *Farmer, Field and Stockman*. Anything that makes life more comfortable living, surroundings more congenial and appearances more pleasing and attractive to the eye can be cheaply and profitably advertised through this, their favorite paper.

MISSOURI.

St. Louis (Mo.) *Finance* (2).—Is now entering its fourth year with 4,500 copies circulation per issue. It is the only financial paper published west of the Mississippi river. It is subscribed for by banks, trust companies, bankers, brokers, mining, industrial and development corporations, real estate men, railroad men and men of wealth and affairs generally. The subscription is growing rapidly, and we hope will soon be greater than that of any other financial paper in this country.

St. Louis (Mo.) *Medical Fortnightly* (1).—Is a cosmopolitan medical magazine for the general practitioner, with an extensive circulation, largely throughout the Mississippi Valley. Publishes the names of its new cash yearly subscribers. Circulation, 9,000.

St. Louis (Mo.) *Winner Magazine* (1).—Every copy of the *Winner* goes out in a separate wrapper, on which is a printed notice to the postmaster that if for any reason it is not delivered to the person to whom it is addressed we will remit return postage. This means that every copy of the 300,000 reaches the person to whom it is addressed under penalty of 3c. cost to us for each copy undelivered, but insures to the advertiser absolutely full value and no dead copies. We have never noticed any imitators of this plan, although we have had it in force for the past four months.

NEBRASKA.

Blair (Neb.) *Danskeren* (2).—It has become a duty to our subscribers, and a necessity in order to accommodate our advertisers, to issue *Danskeren* twice each week. It is now the only Danish newspaper in the United States published semi-weekly. *Danskeren* circulates mostly in Iowa, Illinois, Nebraska and the Dakotas, Minnesota, Wisconsin and Michigan. It is a semi-weekly guest in nearly ten thousand of Danish homes in the Northwest, a messenger of news for the Danish people in the United States, and a communication from you to them in their native tongue.

Omaha (Neb.) *Twentieth Century Farmer* (1).—Succeeding, as it does, the Omaha *Weekly Bee*, an old and influential publication, published by the Bee Publishing Company for over thirteen years, thus starting with a circulation of over 25,000—a bona fide circulation far in excess of any similar publication in its territory—it has the advantage of a well-known, responsible and splendidly equipped publishing house behind it. The field it covers is chiefly in Nebraska, Iowa and Kansas. The *Twentieth Century Farmer* at the present time has a circulation of nearly 30,000.

NEW JERSEY.

Plainfield (N. J.) *Daily Press* (1).—The *Daily Press* is Plainfield's leading newspaper. Largest circulation, and consequently gives the best results to advertisers. The *Press* carries a better class of advertisements than any other Plainfield paper. It contains the announcements of a number of the leading merchants

exclusively. It does not insert objectionable advertisements.

NEW YORK.

Brooklyn (N. Y.) *Eagle* (1).—"It stands at the head." The Brooklyn *Daily Eagle* carries more advertising than any other newspaper in New York City.

Cohoes (N. Y.) *Dispatch* (1).—The *Dispatch* reaches the people in the city of Cohoes and all neighboring towns daily. Every modern facility.

New York (N. Y.) *American Monthly Illustrated Review of Reviews* (1).—The subscription sales of the *Review of Reviews* have already in 1901 increased 200 per cent over any previous figure in the magazine's history. From a single source we have received 64,000 new yearly subscribers, and the balance of the subscription list is larger by 30 per cent than the entire figure at any other period. Five out of every six copies sold of the *Review of Reviews* go to yearly subscribers at their homes to be read by the family. We published the letters of four hundred advertisers who testified to a profitable use of the *Review of Reviews* before this unprecedented increase in circulation. This remarkable set of documents will be sent free, express prepaid, to any inquiring advertiser.

New York (N. Y.) *Evening Post* (2).—The Saturday edition of the *Evening Post* is, we believe, the best afternoon paper that is published anywhere in America. We are convinced that a good portion of our readers save this edition for Sunday reading—in other words, it is their Sunday paper—and we wish to emphasize this condition. The *Evening Post* has not found it necessary to resort to the illustrated supplement, and the strong hold that the paper has upon its readers demonstrates the fact that it is taken for its own intrinsic merit.

New York (N. Y.) *Hearthstone* (1).—The *Hearthstone* reaches prosperous, intelligent and well-to-do people in small cities, towns, country villages and on farms, who are accustomed to do the most of their buying by mail, do not have access to the large metropolitan stores, but depend on the advertising columns of their favorite papers to bring to their attention anything that is desirable in their home or business life. 800,000 circulation guaranteed.

New York (N. Y.) *Oesterreichisch-Ungarische Zeitung* (1).—The "Austro-Hungarian Gazette," the only American newspaper exclusively devoted to the interests of the residents and citizens of Austrian, Hungarian and Bohemian descent in this country. "American in spirit—foreign in language only."

Rochester (N. Y.) *Vick's Magazine* (1).—This old-established floral magazine has recently been improved and enlarged. New departments for the household, garden, etc., have been added, making it an ideal magazine for the whole family. Guaranteed circulation—35,000 each issue.

Syracuse (N. Y.) *Journal* (1).—You can not successfully cover this field unless you advertise in the Syracuse *Journal*. The only Republican evening paper published in this territory, and the most influential paper in Central New York. Delivered by its own route boys direct to the homes of its paid subscribers, and also circulated in 100 surrounding towns daily. Sworn circulation—13,140.

OHIO.

Cincinnati (O.) *Post* (1).—Guarantees to every advertiser that its bona fide circulation is greater than the combined circulation of all the other English daily newspapers—morning and evening—published in Cincinnati, and

many thousands more than that of any other evening newspaper published in Cincinnati.

Cleveland (O.) *Modern Culture* (2).—Has a monthly circulation of 70,000 copies, and its net flat rate to you of \$50 per page is only 72 cents per page per thousand. Goes to the kind of people it pays an advertiser to reach—viz., the educated classes. Circulates chiefly in the Middle Western States (a very fertile field), and 40,000 subscribers in that part of the world have paid their money in advance for its monthly visit. Has as good paper, ink and presswork in its advertising pages as any magazine in America.

Dayton (Ohio) *Journal* (1).—Is recognized everywhere as the leading newspaper of the handsomest city in the West, and is always included in the list of indispensable by shrewd, wide-awake advertisers who insist upon results. The *Journal* possesses in a marked degree the two important elements of publicity, namely, influence and circulation. That is, circulation that counts, and which means the number of papers paid for, and not merely the number printed.

Springfield (O.) *Home and Flowers* (1).—It will be noted that each month the advertising patronage of *Home and Flowers* is larger than for the same issue of the preceding year. This remarkable record has been maintained from the time the present publishers purchased the magazine, about three years ago. Such a record means something—means a great deal. It demonstrates conclusively that firms which advertise in *Home and Flowers* get good returns, profitable returns. It shows that we have first-class circulation to sell, and at a reasonable price.

Toledo (Ohio) *News* (1).—The Toledo Times Company absorbed the *Commercial* ten months ago and have made the Toledo *Times* one of the leading morning papers of Ohio. Two months ago the same company bought the *Evening News*, and is making it the best evening paper in Toledo. It goes in with the *Sunday Times* at 10 cents per week, or alone at 6 cents, and its great popularity brought an increase of 1,200 in circulation the first month under the new regime.

PENNSYLVANIA.

Libonia (Pa.) *Park's Floral Magazine* (1).—The best mail-order customers are found in the great middle classes. The very poor do not read much, and the very rich are few, comparatively, and do not buy by mail, as a rule. Women are great mail-order buyers, and it is well to cater to the ladies. *Park's Floral Magazine* has a genuine circulation of 350,000 copies each month, principally among ladies of the great middle classes throughout the United States and Canada.

Philadelphia (Pa.) *Forward* (1).—A weekly paper for young people, very similar to the *Youth's Companion*. It is not a paper for children, but is read in most households by every member of the family. It circulates largely in New York, Pennsylvania, Ohio, Illinois, Wisconsin, Michigan, Iowa, Kansas, Nebraska and on the Pacific Coast. It has no Southern circulation. Circulation—166,000 copies a week, mainly among Presbyterians.

Philadelphia (Pa.) *J. W. Pepper Piano Music Magazine* (1).—The high-grade music that it contains, all written by the best and most popular composers; the excellent quality of paper used, combined with artistic printing; the exceedingly low price at which the magazine is sold, are points that are certain to enable us to reach a circulation of at least one hundred thousand in a very short time. There is little doubt that eventually the magazine will find its way into nearly every house that

contains a piano. Any advertiser of goods sufficiently high-grade to appeal to this class of readers will find this magazine unequalled in bringing results.

Philadelphia (Pa.) *Public Ledger* (3).—It is one of the pleasing evidences of continued business prosperity that the space demanded by advertisers in the *Ledger* has continued to increase, since special note was made in December, 1890, of the largest number of advertisements that had been printed in the *Public Ledger* up to that date. A steady gain has since been shown, compared with ordinary occasions, and on Saturday last the record was again broken. On that day the *Ledger* contained more columns of advertisements than ever before in its history. This is a manifestation not only of the high value put upon the *Ledger* as an advertising medium by those who have had large experience in the matter, but of the continued activity in trade, which is the foundation of all prosperity. The increasing demands of advertisers upon the columns of the *Ledger* have not led to any curtailment of the news service, nor to the sacrifice of the special departments that help to make the *Ledger* a home newspaper containing matters of interest to every member of the family. Foreseeing this demand, mechanical arrangements were made some years ago to provide, upon short notice, for such enlargement of the paper as might be required from day to day, and each morning finds our host of advertisers well cared for, in a paper that contains all the news worth printing, together with special articles of interest to our great host of exacting readers. The *Ledger* is, in short, first of all a newspaper, and it gains rather than suffers from the increase of advertisements that simply fill up more pages with a kind of news that is of practical value, and very often as entertaining as that which comes over the wires or is gathered by reporters.

Philadelphia (Pa.) *Times* (1).—Is a newspaper that is read in the home by father, mother, sister and brother, and every day it reaches no less than 300,000 persons. As an advertising medium, it is the best, as it covers a field all its own, being the only Democratic newspaper representing the political views of 1,500,000 people in the territory it covers.

TENNESSEE.

Nashville (Tenn.) *American* (2).—We guarantee the *Weekly American* to have a circulation of over 50,000, and there is no better advertising medium in this section of the country than the *Weekly American*.

WASHINGTON.

Walla Walla (Wash.) *Inland Empire* (1).—The *Inland Empire* is an illustrated monthly magazine, intensely Western in all its purposes, circulating among the most liberal classes of people in the United States. A bonanza publication to reach the townspeople and rural population of Washington, Oregon and Idaho. It is neatly printed on heavy book paper, handsomely designed and gotten up.

ONTARIO (CAN.).

Toronto (Ont.) *News* (1).—In making contracts with other papers advertisers invariably quote the *News*, Toronto, Canada, in their endeavor to get as large circulation for each dollar as the *News* gives. The *News* has done more for advertisers in keeping down prices in Canada than any other paper. In the case of the *News* a large circulation and a small price per thousand does not mean a cheap class of circulation. Munyon's H. H. R. Company says: "Main factor of our business in Canada. *News* leads them all in results." R. S. Williams & Sons Company: "Have tried all the dailies—the *News* is the very best." The sworn circulation of the *News*, 42,760 copies,

NECESSARY TO EXAGGERATE.

NEW YORK, May 11, 1901.

*Publisher of Camera and Dark Room,
30 Cortlandt Street, New York:*

DEAR SIR—We have on file a circulation statement from your office, covering the year 1900, showing the actual monthly average of the *Camera and Dark Room* to have been 17,416.

We are particularly anxious that the accuracy of the circulation rating given your paper, in the June issue of the American Newspaper Directory, shall be established beyond question. In order that it may be so, we will cause the correctness of the circulation statement you have furnished to be verified by a special examination, provided you will place at our disposal the necessary facilities. The verification, if one is permitted, will be conducted without cost to yourselves.

If this proposal is acceptable to you, we will send a representative for that purpose at an early day. Trusting you will favor us, we are,

Your obedient servants,
(Signed) GEO. P. ROWELL & Co.,
Publishers of the American
Newspaper Directory.

NEW YORK, May 14, 1901.

*Messrs. Geo. P. Rowell & Co., New
York City:*

GENTLEMEN—Replying to yours of the 11th inst. We have known of cases where the circulation of various photographic monthlies has been very much exaggerated in circulation reports, and in several cases we have seen ourselves rated much lower than rival publications, whose circulation we knew to be less than our own.

We found it necessary, therefore, to exaggerate our own reports to get anything like an actual rating. This was probably the case in the report sent to you of our 1900 circulation. If you are willing to give us a fair rating, we would say that our average circulation for 1900 was 7,000 to 8,000 copies monthly, and should you have any doubt on the subject and desire to satisfy yourselves as to the authenticity of this assertion, we shall be glad to substantiate same any time you care to send a representative.

Thanking you for your interest, we remain,

The Camera and Dark Room Co.,
(Signed) W. G. PIERSON.

CONCERNING THE POSTOFFICE DEPARTMENT.

The department is run by a gang of irresponsible political appointees who are working in the interests of the railroads and not for the public. It has been repeatedly stated in the public prints, and not contradicted, that the department is paying the railroads exorbitant rates for carrying the mails, is paying for much mail that is not carried at all, and is paying more each year for the mere rental of mail cars than the cars cost to build. That is the real and only cause of the "deficiency" complained of. If the third assistant postmaster-general would devote his talents to correcting the flagrant abuses which originated with and are perpetuated by the managers of the postoffice department themselves, he would not need to spend so much time interfering with perfectly legitimate publications, like the *Penny Magazine* and others. His latest effort in the reform line is a move to prevent publications from offering premiums for subscriptions. Great Caesar! Are we living in Russia, or in the United States?

It seems strange that the publishers are not smart enough to pull together and get this despotic system overhauled and brought up to the level of the other departments of this "government by the people." They are certainly strong enough to do so. As it is, the postoffice department is a law unto itself. There is no appeal from its decisions. It is run according to the whims of the political appointees and the demands of the railroad lobby.—*Stanley Day's Advertiser's Guide*.

MISFIT OCCUPATIONS.

Half the world seems to have found ungenial occupations. Servant girls are trying to teach; natural teachers are tending stores; good farmers are murdering law, while Choates and Websters are running down good farms; and good farmers, in turn, are farming still in Congress. Artists are spreading daubs on canvas who should be white-washing board fences. Shoemakers write good verses for the village paper and natural statesmen are pounding shoe lasts, while other statesmen are cobbling in legislative halls. Good mechanics and electricians are trying to preach sermons, and wondering why their congregations continue to sleep, while the Beechers are failing as merchants.—*Success*.

DISPLAY THAT DOESN'T DISPLAY.

To put "display" in an ocean of similar display, as we often see done on the broad pages of our daily press, is to "color-kill," so to speak, whatever decorative type-work or picture-work you put in your advertisement. This is the reason why all voluminously arranged advertising, grouped by itself, should be carefully and systematically classified. The classification separates for each reader what he is interested in reading from the endless columns of advertising which he must otherwise spend an irksome amount of time over before he can hit upon what he wants.—*Fame*.

SOME GOOD RETAIL SHOE TALK.

Here are a few pert expressions taken from an ad of a retail shoe dealer:

Our salesmen are all shoe men and can give you a better fit than a dry goods clerk in a department store.

It is but common sense that a shoe store which puts all its time to one line can serve you better than a department store.

Go to a hatter for a hat. Go to a dry goods store for dry goods. Remember, "a jack of all trades is master of none."

Every clerk or workman will find it to his advantage to trade at a store that carries but one line.—*Returns*.



List to the breezes hum their tune,
Spiced with the honey balms of June.
Here is the place
To bring her Grace,
The bride, to spend the honeymoon.

A quick way to self-respect is
to own your home. We'll
show you how Build or help.
Terms easy.

W. T. B. Roberts,

Glenside—36 TRAINS A DAY
Reading Road.



Here Nature, bless her kindly soul,
Adjusted details to the whole;
Put here and there
A feature rare,
Then breathed it into life and soul.

Then we took hold, put in the
finishing touches of beautiful
homes? Why not have one on
easy terms?

W. T. B. Roberts,

Glenside—36 TRAINS A DAY
Reading Road.

Two of a series of Philadelphia real estate advertisements written by Chas. M. Snyder, the Quaker City poet and adwriter. "Do you think it will sell real estate?" asks Mr. Snyder. Well, the Little Schoolmaster, great as his reputation for knowing, does not know. They are dainty enough to make the experiment worth while.

OUR POSTOFFICE.

RULES SUPERSEDE LAWS.

Only one division of the United States government makes its own laws and deals regardless of Congress. That is the postoffice department, a branch of the civil service which has been so long free from annoying and illuminating investigations as to rate itself quite exempt from reproof and immune to restriction.

Examples abound to illustrate the mental attitude, or obsession of the sensible faculties, which dominate the sanest man once he takes an official chair in the postal service. Madden, third assistant postmaster-general, and author of the circular letter recently sent to four hundred publishers, supplies the latest such example. Thrice has Congress refused sanction and denied legislation to Madden's scheme for lessening the load of the second-class mails; but Madden does not worry about an obstacle so slight as the representative assembly of a presumably free people. Not he. If Congress will not do as Madden likes, so much the worse for Congress; and Madden will do it himself. It is even surprising that he bothered with asking the opinion of the few he did ask. Usually the postal officer sets the rule mill going and passes the output in the postoffice codex. When Madden sees reasons enough, and the reasons are substantial enough, he will make a rule; and the postoffice department will have added another illegal, unfair and interested edict to its long list of subversions of the constitutional laws of this people.

Of course, the new Madden rule barring out periodicals which offer premiums to induce subscriptions will be made in the interests of economy. It is always safe to ascribe economy as the impulse creative of postoffice rules affecting the second-class mail; for it would subject, we suppose, anybody to Madden's severe and dangerous anger if baser motives were imputed. Possibly, being angered, he would even get out a circular about one—a screed couched in the delectable twelfth century diction he affects and the department long ago chose as its official literary style. Therefore, let it be called economy. Economy is probably a needed thing in the postal system we enjoy nowadays. Doubtless the second-class mail is a good ax to lop off expense with; at least it is the handiest one. He would be an anarchy, or at best an anti-something-or-other, who dared hint at the chances open for economy in other items of the postal budget—the shameful thefts practiced by postoffice employees in Cuba and Luzon; the flagrant extravagance displayed in the payments to railway common carriers; the downright robbery of the treasury in behalf of favored contractors for postal supplies. These things are irremediable, we guess; and, anyway, it will be time enough to tend to them when second-class mail is properly reduced. Economy it is, then. Make a rule—never mind about law or sense; rules are good enough for newspapers.

But it would be very well for Mr. Madden and his backers and guides in

this movement to make rules that will rule, and carefully to avoid the folly of the other kindred rule they evoked when they announced that a periodical should only be entitled to send out as many sample copies as it had actual paid subscribers, one for one. That rule cannot be enforced, and the postoffice people and their friends will not try to enforce it, and have not so tried. It, too, was born of economy. So shall be born many more rules, until the postoffice department is investigated by some men with brains and backbone. The days of the star route scandal are not so remote as to be out of mind.—*Newspaperdom, Thursday, May 9, 1901.*

TWO PREGNANT QUESTIONS.

I often wonder if any impression is made on the public by one form of advertising which has been used so much it seems it must be worn out, viz.: "This line 49c., worth \$1.25;" "this line 89c., worth \$2.50." Do people believe that sort of thing is the question. If they don't what is the use of printing it? Would it not be better to give such a careful and attractive description of the article offered as would make people wonder when you quoted your regular prices how you could afford to sell it so cheap?—*Knoxville (Tenn.) Tribune.*

NEXT TO READING—WHY?

One of the reasons why a position next to reading matter is desirable to the advertiser is not simply because it is supposed every one will see it there, but because the close, undisputed reading type furnishes a suitably contrasting background to the displayed advertisement. For the background here, as in an artist's picture, is a negative help which sets off the positive work.—*Fame.*



Rest and Health Recovery for
TIRED, OVERWORKED, NERVOUS PERSONS
 MAY BE HAD UNDER IDEAL CONDITIONS AT
MUNCIE'S SURF SANATORIUM
 Located in the shadow of Fire Island Light, on an island in Great South Bay off the south shore of Long Island, two hours from New York City. This splendid Sanatorium possesses every feature necessary for the comfort and welfare of Guests. Surf-bathing, boating, fishing, sailing; Table and sleeping accommodations the best; bracing sea air; always cool; every means at hand for securing restoration to health. Send for interesting booklet and terms. Open June 15th. Address until June 15th, Macon Street, corner Marcy Avenue, Brooklyn, N. Y. Afterwards, Babylon, L. I.
Muncie Sanatorium

RATHER REDUCED.

ABOUT POSTAL "ABUSES."

It was reported in dispatches from Washington a few days ago that the third assistant postmaster-general had received about 150 replies to his circular on the subject of premium-giving, and that most of the writers favored Mr Madden's plan. An association of publishers in New York is said to have approved of the idea of restricting second-class privileges on the ground that many of the publications sending out premiums are without literary merit.

It is not the function of the post-office department to sit in judgment on literary productions as such. A censorship of that sort has no place in the American system.

An examination of the figures shows how little ground exists for official lamentation over the deficit caused by "abuse" of second-class privileges. Whatever the causes may have been, the fact is that the deficit in the postal revenues has been steadily declining of late. In 1897 the loss was \$11,411,000; in 1898 it was \$9,026,000, and in 1899, \$6,610,000. The last fiscal year showed a deficit of but \$5,385,000, and in the last three months of 1900 there was an actual excess over expenditures in the postoffice department of \$633,546.

In connection with this surplus two things are to be noted. It occurred in a period when Congress had been in session almost a month, when honorable members had been working the franking privilege for all it is worth. This abuse has been a scandal for many long years.

It should be remembered that Mr. Madden sent his circulars to publications of his own selection. Probably the majority of them do not use premiums at all, and the whole question has a purely academic interest for them.

The postoffice department seeks to establish a precedent that is vicious and dangerous in the highest degree. Some day it might be cited to defend acts of downright oppression and tyranny, by which the dailies themselves might suffer. Once set up the principle that the means employed to extend the circulation of a newspaper is subject to department control, and you have an easy transition to the abolishment of free songs, comic supplements and patterns.

It is no defense of a despotism to say that it may be exercised justly.

Third assistant postmaster-generals come and go, but the departmental policy regarding second-class "abuses" seems to have a lasting tenure of office.
—*National Advertiser*.

ENGRAVING FAULTS.

The engraver gets a good deal of criticism that should go elsewhere. Fine halftones must be printed on good paper to get good results, and they must have good presswork. Don't get fine halftones for a book or trade catalogue unless you use good paper and pay for having the printing properly done. If the job is a fine one use enamel paper sized and super-calendered stock, and go to a printer who has good workmen, good machinery and takes a pride in his work. If these facilities are not at hand, get coarse halftones, line etchings or wood cut electrotypes instead of halftones.—*Mining and Scientific Press*.

THE ART OF BLUE PENCIL.

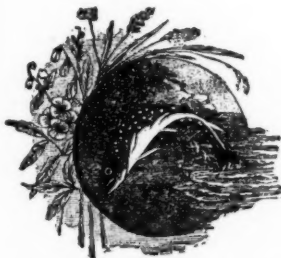
For years the cry of "too much copy for the space" has rung in the ears of the advertiser—and will still ring for years to come, unless every merchant who writes his own copy learns to "blue-pencil" it more. The blue pencil is really the first step toward being able to write your own advertisements properly.—*Returns (San Francisco)*.

PURELY BUSINESS.

The Missionary—Allow me to thank you, sir, for contributing so generously to our mission work.

The Capitalist—Don't mention it, old man. I make it a rule to spend so much per year for advertising purposes.
—*New York Evening Journal*.

Again the Fishing Season



is near at hand, and you should see that your tackle is good and strong. The salmon are going to be larger this year than ever, and you should not attempt to use your old rotten tackle on these big fellows. At Smith's you will find Rods, Reels, Lines, Swivels, Sinkers, Leaders, Hooks, Flies, Landing Nets, etc. The kind that holds. Remember we are open about 300 evenings in the year.

L. A. SMITH,

47 Main Street.

TELEPHONE—12-2.

A GOOD COUNTRY PAPER SPECIMEN.
From the Farmington (Me.) Chronicle.

TURNED DOWN.

Reporter—Young Scribbler has gone on a terrible bat; his best girl rejected him.

Editor—Unaccompanied by stamps, I suppose.—*Dayton (O.) News.*

CLASS PAPERS.

BAKERS.

2,500 BAKERS every mo. read BAKERS' REVIEW. If you have anything to sell that they use, the proposition is self-evident. Page \$30, half page \$16 per issue. Park Row Bldg., N. Y.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$4 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. $\frac{1}{2}$ -page \$25, $\frac{1}{4}$ -page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 5 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, Pub., Kemptville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an all advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

KENTUCKY.

THE DEMOCRAT, Greenup, Ky., has the largest circulation in Northeastern Kentucky.

WEEKLY average, 130k copies. Largest circ'n in section. THE DEMOCRAT, Greenup, Ky.

THE DEMOCRAT, Greenup, Ky., prints all the news. That's why others find it profitable. Will be so to you.

MAINE.

THE Rockland (Me.) DAILY STAR is a local daily. It prints the local news while it is news. Advertisers get the best and quickest results from the daily paper.

If you want to reach Eastern Maine your ad must be in the Rockland COURIER-GAZETTE. See our New York agent, S. S. VHEE-LAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MINNESOTA.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,392. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. SVEN J. TURNBLAD, Publisher, Minneapolis, Minn.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

NORTH CAROLINA.

IT is worth investigating—my claim that the Charlotte NEWS and TIMES-DEMOCRAT give more service for the money than any other papers in North Carolina. W. C. DOWD, Publisher, Charlotte, N. C.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis., Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

\$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

THE SUNDAY NEWS,

Troy, N. Y.

BARGAIN SALE OF SPACE.

To convince advertisers that we have the best advertising medium on earth for the price asked we will make a discount of 25 per cent from regular rates for next 60 days. Regular rates \$1 an in. 25,000 circ'n proved. Farm & Home, Homer, Mich.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

15 ST. BRIDE ST., LONDON, ENG.

DEAR SIR:

For British advertising you will need experienced and capable agents. We started in 1853, and proffer our services.

Yours faithfully,

Gordon & Litch



A DIFFERENT MAGAZINE is printed each day of the month—the 30 in 30 days **FOR EACH CHURCH**

on the list. Not two alike except as to size and advertisements. Used by some of the leading firms in the U.S. An excellent advertising medium. For copies and rates address 300 So. 10th St., Philadelphia.

The greatest advertising success of the year 1901 is **MEDICURA**, the soap that cures. This advertising was planned and placed by

Phillips & Co.,



advertisers and publishers of THE ADVISOR,
1133 Broadway, - - - - - New York.

EVERY SATURDAY

SPORTING LIFE

Base Ball, Trap Shooting and General Sports

For 16 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.
Sporting Life Publishing Co. Philadelphia, Pa.

"The Evening Journal is the best paper in the city."
—Statement of Jersey City advertisers.

The Evening Journal

JERSEY CITY, N. J.

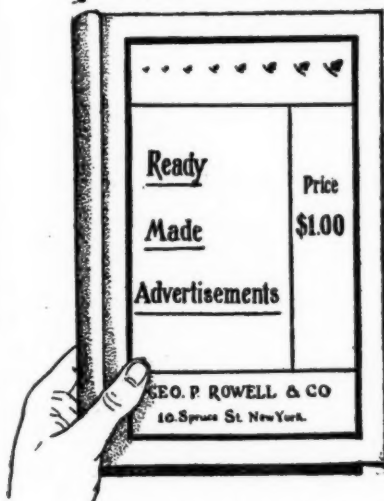
Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and New York City advertisers attest the value of the JOURNAL as an advertising medium by a large and liberal use of its advertising columns.

Now Ready.

THE series of bright and crisp advertisements which appear in the book are reprinted from the "Department of Ready-Made Advertisements," published as a feature of PRINTERS' INK. They are all good examples of effective advertising and can be used as they are or adapted to the needs of any business. They include all lines of goods. They will be found of especial value to the advertiser who is looking for ideas to improve his ads, or to that advertiser who finds himself too busy with the other

details of his business to give proper attention and care to the preparation of his own advertising matter, or who, if he has the time, does not succeed in preparing the kind that suits him. This book will also serve as an instructor in the art of writing advertisements. In addition to the advertisements the book contains an instructive talk on advertising and the methods to be followed in order to obtain the best results. Every one interested in adver-

tising should get a copy. Price, \$1. Sent prepaid upon receipt of price.



GEO. P. ROWELL & CO.,
10 Spruce St., New York.

Territory an Important Factor in Advertising.

When considering an advertising campaign, one of the most essential points is the selection of territory.

One should carefully inquire into and examine the conditions that exist in different sections.

If this is done, it will prove a great saving of money.

No section of the country is in a more prosperous condition than the Mid-West, the territory covered by the Scripps-McRae League of newspapers.

The Cincinnati Post's daily output exceeds 144,000 copies, the Cleveland Press sells every day over a hundred thousand copies, the St. Louis Chronicle has over 50,000 subscribers, and the Covington, Ky., Post circulates each day over 13,000 copies, making the total circulation of the four papers over 300,000 copies daily.

Advertising placed in these widely read newspapers will bring positive results.

F. J. Carlisle, manager foreign advertising, 53 Tribune Building, New York, and 116 Hartford Building, Chicago, will gladly furnish information upon request.

Street Car Advertising.

In street car advertising, as in every other business, there is a first. Many claim this position, only one can occupy it.

Here are a few incontrovertible facts:

Legitimate street car advertising was founded by the late Wm. F. Carleton over twenty-five years ago. His system, with many improvements, is still to-day the best, and in its completeness is only used by one firm—George Kissam & Co.

This is the pioneer firm among them all, and controls about the best list of America's leading cities.

Kissam & Co. give their advertisers service that no other firm can approach, because no other firm runs their plant on the same lines.

Kissam & Co. have the greatest number of successful advertisers, do the largest business of its kind, and are considered the leading specialists in street car advertising, their entire time being devoted to improving that business and watching the interests of their customers.

They have built up the largest street car advertising business in the world, controlling the choicest street car lines in the most important cities of the United States on a system of placing, inspecting, checking, changing, etc., which stands as conclusive evidence that business placed through them must pay.

When it is realized how much depends upon the faithfulness and honor of the agent handling your business, it becomes a matter of special gratification and comfort or a source of much worry and uneasiness.

If you have confidence in the firm you are dealing with and know their reputation and character, well and good.

But if, on the other hand, your agent becomes careless, neglects and allows your advertising to slide along in a haphazard fashion, then it is you realize what a satisfaction there is

in having a responsible firm at your advertising helm. An advertising appropriation placed with an irresponsible firm is wasted money.

The success of street car advertising depends largely upon the service rendered. The one thing to remember in contracting for space is that it is best to deal with a reliable agency, one whose connections over the entire field are such that every little detail of the work can be thoroughly and competently carried out.

George Kissam & Co. fill all these requirements. They have the cars, the plans, the ability and the experience that have made money for others and they can make money for you.

System in street car advertising as supplied by them means success. Business methods, certainty of circulation and insertion, minimizing of waste—all of which stand for profit—this is the kind of service received from George Kissam & Co.

The largest and most successful advertisers in the world are represented in their cars, and many of them have been there for a number of years. They take the greatest pains to bring success to all their customers. Their first thought in securing contracts is invariably for their client—how to save and make money for him. Their best claim for new business is the proof that they have brought success to many others.

They have branch offices in all the cities where they control the street car advertising privileges, several connected by long distance telephone; have their own employees, experienced and trustworthy people, men, not boys, with uniform, caps and badges, to insert cards, inspectors to see that the work is properly done and when they report a card as being in a car it's there.

They don't employ car washers or house men at cheap salaries to save money, because they lack experience in arranging the cards and necessarily have to do the work when they get a chance.

Their resident managers are men of experience, intelligence and ability that comes of long service; a friendly rivalry as to whose cars look the best, and the promptest insertions and reports of the same goes far to maintain their supremacy above all others.

A description of Kissam & Co.'s system from the making of a contract to putting the cards into the cars is interesting.

An advertiser making a contract with them usually asks for and receives a folder showing how many full-time cars are run, with the list of lines and the number of cars running on each,

After the contract is signed, the getting up of the cards is sometimes done by them, but usually by the advertiser. Lists are made up in their office giving the number of cars in which each card goes, and another list showing which card to take out, as their cars are always full, and, consequently, there is no guesswork. If for any reason the cards to be taken out should not be in the car called for, a "check list" is taken of the car itself, this list compared with the books in the office, in which an accurate account is kept of every advertisement, and the mistake is at once corrected. After the advertisements are all placed they send their advertisers a list giving the numbers of the cars the card is in, so that they can be readily checked. When any change is made, such as cars taken off and new cars added, or for any other reason, they immediately notify the advertiser and give him a new list, and they send these lists as often as the occasion requires.

Able and enterprising advertisers readily appreciate the power of the street cars as an advertising medium, and are quick to take advantage of their popularity and wide use in order to attract attention to their wares. In no other advertising is there the same opportunity for effective display in color effects, as well as for the reproduction of trade-marks, or other special features. The influence of an attractive card in the cars is not restricted to any class, but appeals to all classes. It reaches the masses. Results are sure.

The advertising manager of a large milling company, speaking of his experience, said:

"I consider street car advertising the most direct and effective way of reaching the great masses. The fact that I have made street car advertising the foundation and basis of all work in the advertising line is about all I need to say on the subject in a general way. My relations with the firm of George Kissam & Co. have had much to do with the high opinion I hold of street car advertising, due to the fact that the services rendered by them have always been so thoroughly satisfactory and reliable. If they keep their service up to the present high standard and give us as much in the future as they have in the past, they can safely count on always seeing our cards in their cars."

Advertisers always know Kissam & Co.'s cars at sight; no others approach them, or can, in attractiveness of the advertising display, and no others carry the same number of the world's representative advertisers—they know good advertising and also that by placing their business direct with Kissam & Co.

they always get liberal treatment and don't have to guess whether they are getting what is contracted for or not.

Here are a few appreciative words from the proprietor of a well-known English Ink:

"I have much pleasure in testifying to the satisfactory manner in which George Kissam & Co. advertised my inks in the street cars under their control in the principal cities of the United States. From a special inspection made by my representative I learn that my card advertisements were well displayed and kept scrupulously clean and neat. He found no shorts, but, on the contrary, Kissam & Co. had given me more advertising than they had called upon me to pay for."

Kissam & Co.'s system is so perfect that if an advertiser desired he could put a card in their entire circuit in twenty-four hours, and they could tell him the number of the car his card was in, its position in the rack, whether placed in one car or one thousand. An ad placed with them means that the ad must be working; that is, on the road in all the cars called for during running hours. When a car is laid off or put into shop for repairs, there is another one to take its place in the service of the advertiser.

George Kissam & Co. control the street car advertising privileges for fifteen of the best cities in the State of New York—Albany, the capital, Schenectady, Troy, Utica, Rochester, Amsterdam, Newburgh, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk, Ilion and Buffalo, the Pan American Exposition city. Also, the Brooklyn elevated road.

In addition to the cities named above Kissam & Co. control the exclusive street car advertising privileges in Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin and Springfield, Ill.; Cincinnati, Columbus and Hamilton, O.; Minneapolis, St. Paul, Stillwater and Duluth, Minn.; Milwaukee, Madison and West Superior, Wis.; Denver, Col.

These cities afford splendid opportunities for the street car advertiser. They all have excellent street car facilities, the cars are well patronized, the people are prosperous, and to reach them properly it is really necessary to use the cars. The aggregate population of all these cities is five million and a half.

Advertisers who wish their appropriation placed properly should consult with Kissam & Co. at their offices, 253 Broadway, New York. No other firm has their facilities for handling business intelligently, promptly and economically.

Non-Buying Admirers!

I have long read your advertisements in *Printers' Ink*. I have read them not because I was especially interested in the subject of inks, but because they have been written in an interesting manner. Some people have the knack of talking interestingly on even the driest of subjects, and I should imagine that you are one of this sort. I am not buying ink, but if I were, I am reasonably sure that you would stand a pretty good show of supplying my establishment.

PIERCE UNDERWOOD, Chicago, Ill.

The page that I turn to first each week in *Printers' Ink* is the dashing and brilliant business bringers of Printers Ink Jonson. They always interest me, and while I can't use to advantage his thunder, the reading of his page stimulates me and makes me often wish "No checkee, no goodies" could be ingrafted into the engraving business.

GEORGE B. GRAVES, Boston, Mass.

I am a great admirer and frequent imitator of Printers Ink Jonson in the matter of advertising and take many lessons from him.

HENRY FERRIS, Philadelphia, Pa.

Though a total stranger to you, I feel, on account of your inks, brotherly toward you. That's no flattery either. I'm not a printer at the press, but hear and read with interest so much about your inks, their excellence and price-cheapness. I know you deserve recommendation, so therefore send this with my best wishes.

ALFRED MEYER, Newark, N. J.

The above testimonials are from men who have no interest in my welfare other than to see me win my fight against high prices. They admire my pluck, and the tirade of abuse heaped on me by jealous competitors is considered "Rot" by them.

Messrs. Ferris and Meyer are advertising constructors who do not feel mad because I write my own stuff, and Mr. Underwood is the manager of a monthly paper called *Advertising Experience*. Mr. Graves is the head of an engraving concern and has built up a large business within two years, solely by advertising.

If printers would only realize how much they could save yearly by paying cash in advance for their inks there would be little business left for the credit houses. Send for my price list. Address

PRINTERS INK JONSON,

17 Spruce St.,

New York.

READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't write your ad to fit a cut unless the cut fits your business. It almost always results in a far-fetched headline that requires a paragraph or two of explanation to make it fit the real subject of your ad. It wastes space, the reader's time and the writer's, too. Better have no cut at all than one that can be made to apply to your goods only by a play upon words.

Lying before me is an ad containing a cut of a tennis player, with no other display than the words "tennis balls" and the advertiser's signature. At the first glance it appears to be an ad for tennis balls, but it is a seven-inch ad for tea, and just three inches of it are worse than wasted by the irrelevant cut and some equally irrelevant matter that attempts to reconcile tennis balls and tea in this clumsy fashion: "Tennis balls are of two kinds—the ball that is used in playing the game, and the dancing party which is often given at the end of the tournament." "Some people contend that you cannot make a good cup of tea without a tea ball, but we know that if you use," etc.

That ad carries one's thoughts straight away from tea and into the realm of sports, right from the beginning; then one is brought abruptly up to the dancing party, and, while still wondering what it's all about, comes bang against the tea proposition. Some people may read on to the end to find out if possible what the advertiser is trying to sell, but more will conclude that life is too short, and stop just where the tea talk really begins.

"Along the lines of least resistance" is a good rule in advertising, and it doesn't mean that the reader's thoughts should first be directed away from your goods, then yanked back suddenly like a wooden ball at the end of an elastic,

Dyeing and Cleaning.

Interesting News For Ladies

If you have a silk, organ-die or muslin dress that is badly soiled, don't imagine it's "done for." Just let us show you how thoroughly we can clean it. The money you will save in this way will surprise you.

Drop us a postal, telephone or call, and we will come for your work and deliver it when finished.

An unusually good real estate ad.

\$6,500

The house I offer for sale at 33 Niles street is a beauty. It's worth \$6,500 of any man's money—and more. It isn't what you'd call a bargain—it's a great deal better than that. It's a brick dwelling, 12 rooms and bath, thoroughly and handsomely renovated throughout. New hardwood floors, new doors, new fittings, newly painted—everything new. Location leaves nothing to be desired. And it's only \$6,500. A handsome home for someone.

Good common sense argument, but not a hint as to prices.

Eureka Felt Mattresses

Never sold so few cheap mattresses and so many good ones as we are selling this year.

A poor mattress is never satisfactory—sleepless nights or nights in which the tired body is not refreshed testify to its unworthiness.

A good mattress supported by the right kind of springs is often better than drugs for building up the system—because it induces sleep—restful sleep—the best medicine in the world.

We have the sole sale in Danbury for the Eureka—a real Felt Mattress.

It is the ideal bed. Where other beds grow hard and lumpy it maintains its elastic softness unimpaired.

Seasonable.

Porch Rockers

The joys of a comfortably furnished piazza in hot weather need no spokesman. But much of your happiness depends on the proper selection of the piazza chairs and rockers.

A thousand here to select from, in every style and quality conceivable. Twenty-five styles of chairs and rockers in the regular porch goods alone. Most of the frames are in maple, but some are in ash or oak. Generally finished in light or natural color, but some in pale moss green. Word of a few patterns:

Ought to catch the "new man."

Men's Shirt Waists at Woodruff's

We have the only practical negligee waists for men that are made. They are bound to be worn extensively because they're all right. They have a patent suspender and trouser attachment which is perfect in every detail. It brings the trousers strain directly upon the suspenders, at the same time holding the negligee in proper position. The waist length can be correctly adjusted to meet your individual requirements.

Let us show our line to you; we'll appreciate your attention and are sure you'll be interested.

A guarantee that ought to sell goods.

A Paint Proposal

Paint your house with the Longman & Martinez paints—we sell them—any shade of any color, and then, if it does not look better, last longer and cost less for paint and for the labor of putting it on than if you had used any other paint, you may buy the kind that you think may be better and we will pay for it, and pay for the cost of the labor of putting it on, too.

Formulate a guarantee, if you can, that will more completely express our thought that the L. and M. paints are the best and cheapest for you to buy, and we'll write it out, sign it and give it to you with every lot of L. and M. paint you buy.

Should have named kinds, sizes and prices.

Cameras

are recognized now as an actual necessity as a business help for many men, including architects, manufacturers, artists, engineers, physicians, surgeons.

We sell all the best known makes, at the lowest prices, and do developing, repairing, give free instruction, in short offer every accommodation to our patrons.

Apparently sincere.

The All Round Soap

This soap will wash anything from a dirty boy to a parlor curtain. It lathers freely in either soft water, hard water or salt water. Will remove ink stains from hands, and recommend itself to printers, engineers, firemen and mechanics of all trades. Knowing it to be absolutely pure, and just the soap for any purpose, we say in all sincerity that the All Round is the soap to use. Six bars, 27c.

A few prices would have made a "puller" of this one.

Pushing a Lawn Mower

might be, within reasonable limitations, a very agreeable exercise if you choose the right mower. But if you choose in haste you may repent much in the pushing. With the help of some mighty low prices, we are pushing the "Ball Bearing," the "Bicycle Silent," the "Victory," the "Imperial," the "Philadelphia," the "Danbury," "Drexel."

Good one for a plumber.

"Drip, Drip"

The annoying "drip drip" of a faucet means something wrong—means that you need us—means that the longer you let it go, the worse it will grow—the larger the bill for repairs.

A healthy home will help to make a healthy person. It takes an experienced, healthy plumber to make a healthy house. We keep that kind of men. Send for us.

Good.

Most Every One Needs a Tonic In Spring

It's the time when we feel aimless and languid.

We're overcome with that don't-want-to-work feeling.

We want something that will put snap into us.

And we want something that will do it quickly.

David's Sarsaparilla is just the thing for the ailment.

Only 50c for a \$1 bottle.

All right.

About Awnings

Make them? Of course we do—as well as the best workmanship and honest materials will let us. And our charges, for prompt and satisfactory work, are very moderate.

This is the time to get your windows in shape for the summer. Whether you are thinking of awnings for your home, or a hotel or office building, we shall be glad to send a reliable man to take measurements and estimate on the cost. Our facilities for equipping large buildings are exceptionally good.

Good.

Don't run chances in buying a piano

Many pianos are like many persons—they have promising countenances, but they don't serve you well. There are hundreds of pianos on the market sold by this or that concern, who are in business to-day and out of it to-morrow, which are utterly worthless at any price. These pianos in every respect look as they are represented, but put them to the test of a year or so of wear and you will find they lose their tone, the keys are sticky, the action sluggish, and in every other respect are absolutely worthless. In the meantime, whether you've purchased a piano for cash or not, you have paid out your good money and received nothing for it. When you buy a piano of us you get a guarantee that is backed by a house you know to be reliable and in business to stay.

Good ad, well displayed.

Feel Dopey?

If you feel that way come down here and take a Turkish Bath. Nothing like one for rejuvenating the system in spring. This is a modern bath room—salt tank, sleeping rooms, plunge spray, shampoo, needle, Roman baths, etc.

A timely reminder.

How About the Wedding Presents?

Pretty near time when you've got to buy them.

Maybe the time has already arrived.

Perhaps the friend is going to step off right soon.

And you're even now trying to solve the question.

The question of what to get him—or her.

Let us decide it this springtime, wedding time, for you.

We've lots of new things, handsome and appropriate.

Here's a hint for clothing dealers

Our New Way

of keeping ready-to-wear Clothing has met with great success. All garments are kept in glass cases on newly invented hangers, pressed and shaped ready for immediate use, thus avoiding that stiff, hard, ordinary look which usually predominates in ready-made clothes.

This modern way, combined with our good tailoring, allows us to present to you clothes that are fresh and bright, brimful of style and exclusive in looks.

Suits—Oxford checks, stripes, plaids, blues and blacks, tailored "Thompson" style, which means they are just right in every detail—\$10 to \$25.

Top Coats—Oxfords, tan, gray and green effects, some lined with silk, others Italian made in three different lengths, each length a different style, and all three are fashionable—\$10 to \$30.

Rain Coats in large varieties—\$15 to \$30.

In planning our "new way" of store keeping we did not forget about the fitting of our customers. Our whole stock is cut with five differently proportioned coats to each chest measure. They fit all forms.

R.I.P.A.N.S

PERFECTION of health depends upon perfection of circulation. The blood is the great stream of life flowing through every portion of the body, purifying, cleansing, restoring, scattering and distributing supporting elements everywhere. Any interference with this process interferes with the function and structure of the various tissues. Overwork, lack of sleep, irregular mode of living and irregular meals reduce the vitality of the body and render it more susceptible to indigestion, dyspepsia, constipation, colic, sick headaches and nervousness, resulting in sleeplessness and general debility.

Ripans Tabules, regularly taken, act as a happy preventive of such complaints. They give the body strength and resisting qualities by keeping the blood pure and clean through proper action of the distributing and digestive organs. Ripans Tabules cure indigestion, constipation, sick headaches and loss of appetite. Ripans Tabules are for men, women and children. One gives relief.

There is scarcely any condition of ill-health that is not benefited by the occasional use of a R.I.P.A.N.S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate coated sort, 72 for 25 cents, are recommended. For sale by druggists.

THE PHILA. INQUIRER

**Prints
More**

***Paid
Want
Ads***

**Than
All the**

**Other Philadelphia Newspapers
Combined.**

***This is the STRONGEST
POSSIBLE PROOF of a
Newspaper's Power as
an Advertising Medium.***

THE circulation of The Inquirer—both Daily and Sunday—is greater by many thousands than that of any other newspaper in Pennsylvania.

**Average
Circulation
During 1900**

170,905

**Copies
Daily**

**Average
Circulation
During 1900**

168,325

**Copies
Sunday**

Advertisements in THE INQUIRER always bring positive results.

The Philadelphia Inquirer, 1109 Market St., Phila., Pa.

NEW YORK OFFICE, Nos. 86-87 Tribune Building.

CHICAGO OFFICE, 508 Stock Exchange Building.